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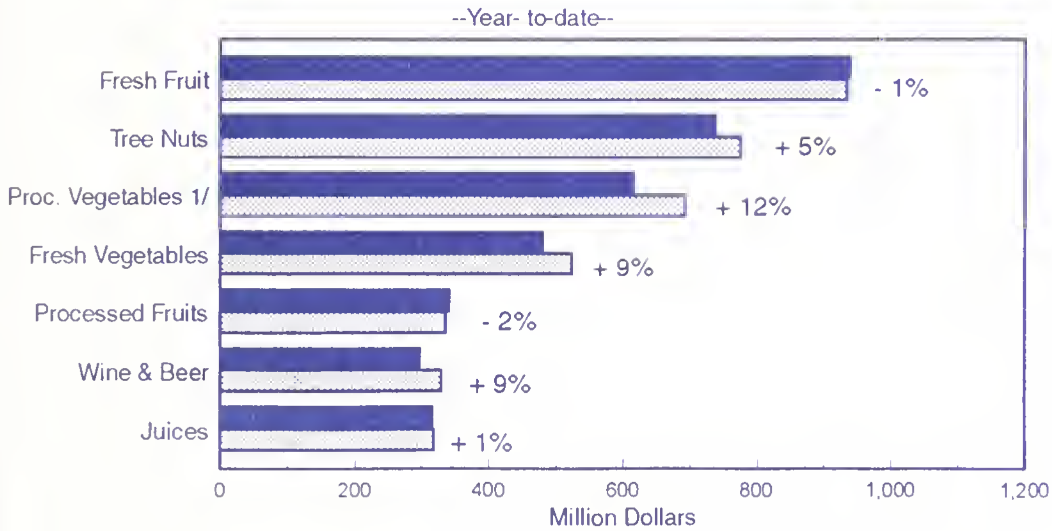
Foreign Agricultural Service

Circular Series
FHORT 06-97
June 1997

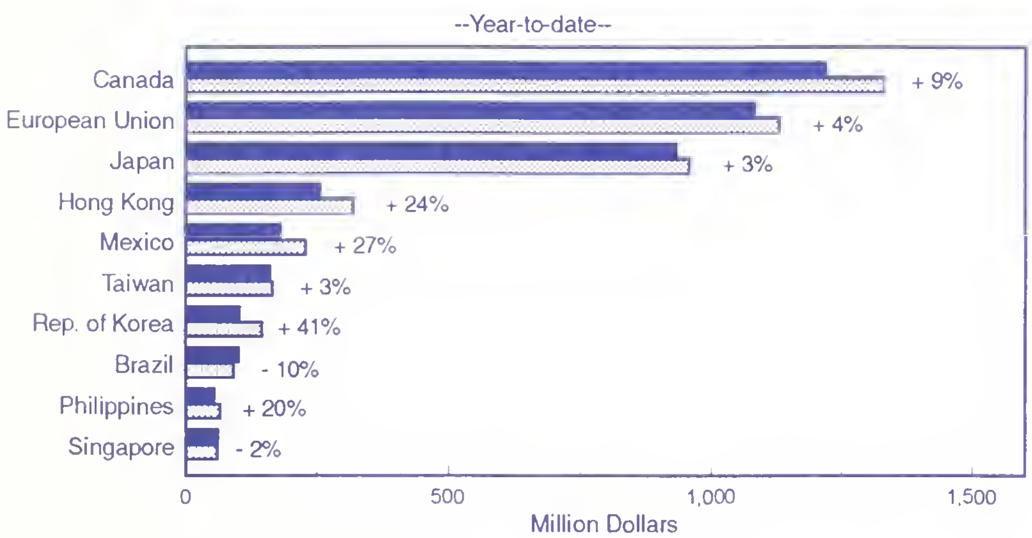
World Horticultural Trade and U.S. Export Opportunities

FY 1997 U.S. Exports of Horticultural Products Set Record Pace

Selected Product Summary



Top Ten Markets Summary



FY October-March ■FY 96 □FY 97

U.S. exports of horticultural products in Fiscal Year (FY) 1997 are forecast at a record $10.6 billion, $100 million above the previous forecast and 6 percent above FY 1996 shipments. U.S. exports to date (October 1996 to March 1997) are 8 percent above the same period in FY 1996. Moreover, the March 1997 horticultural export value is 9 percent above the March 1996 value.

Exports to date of fresh and processed vegetables, tree nuts, wine and beer are showing sharp gains over a year ago, more than offsetting slightly lower fresh and processed fruit shipments. Individual products showing the most significant increases are almonds, french fries, and grape wine.

Sales are up to key Asian Pacific Rim countries, Canada, the European Union, and Mexico. The implementation of the Uruguay Round Agreement (especially tariff reductions), a general improvement in world economies, and the promotion of U.S. products under the Market Access Program are contributing to the increase in U.S. exports.

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ANALYSIS

Sam Rosa	202-720-6086	Fresh deciduous fruit, apple juice, olives, stone fruit, and CBI
Brian Grunenfelder	202-690-2702	Trade policy, food safety, and plant health group leader
Bill Janis	202-720-0897	Fresh and processed potatoes, tree nuts, and tropical fruits
Bob Knapp	202-720-4620	Canned deciduous fruit and kiwifruit
Emanuel McNeil	202-720-2083	Fresh and processed vegetables, melons, bananas, nursery products, and cut flowers
Debra A. Pumphrey	202-720-8899	Coffee, cocoa, tea, spices, essential oils, ginseng, and trade forecasts
Stephanie Riddick	202-720-9792	Dried fruit, avocados, beer, hops, berries, and circular coordinator
Joe Somers	202-720-2974	Situation and outlook group leader, processed citrus, trade forecast coordinator, FAO citrus liaison, and circular editor
Debbie Seidband	202-720-6877	Sugar, honey, and fresh citrus
Yvette Wedderburn Bomersheim	202-720-9903	Wine and brandy, table grapes, GSM-102 export credits, NAFTA coordinator and supplier credits
Janise Zygmont	202-720-3423	Organics

MARKETING

Ted Goldammer	202-720-8498	Fresh citrus and products, hops, and potatoes
Pamela McKenzie	202-720-8495	Canned deciduous fruit, grape juice, cranberries, kiwifruit, and honey
Stacey Peckins	202-720-5330	Tree nuts, papaya, nursery products
Steve Shnitzler	202-720-8495	Dried fruit, avocados, ginseng, fresh deciduous fruit and cut flowers
Gina Castelnovo	202-720-0898	Wine, brandy, berries
Kelly Strzelecki	202-720-0911	Organics, fresh vegetables, tomatoes
James Carlson	202-720-7931	Fresh deciduous fruit

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Export Summary

U.S. exports of horticultural products to all countries in March reached $894.4 million, up 9 percent from the same month a year earlier. Eight out of 15 categories of horticultural exports registered increases. Categories with the most significant increases in March were miscellaneous products ($67.5 million or 35 percent), wine (up $7.5 million or 34 percent), canned vegetables (up $10.2 million or 20 percent), and dehydrated vegetables (up $4.1 million or 20 percent). The category with the most significant decrease was frozen fruit (down $2.9 million or 38 percent). During the first 6 months (October-March) of fiscal year (FY) 1997, the total value of U.S. horticultural exports was $5.3 billion -- 8 percent above the same period last year.

All measures not otherwise noted are metric. One kilogram (kg.) = 2.2046 pounds, 1 metric ton = 2,204.62 pounds, 1 liter = 0.2642 gallon, 1 hectoliter (hl.) = 26.42 gallons, and 1 hectare (ha.) = 2.471 acres.

U.S. EXPORTS OF SELECTED HORTICULTURAL COMMODITIES
WORLD TOTAL, OCTOBER - SEPTEMBER YEAR
MARCH 1997

NAME	QUANTITY					VALUES (1000 DOLLARS)				
GROUP & COMMODITY	CURR MO LAST YR	CURR MO CURR YR	YR TODATE LAST YR	YR TODATE CURR YR	LAST YEAR	CURR MON LAST YR	CURR MON CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FRESH CITRUS MT										
GRAPEFRUIT	103,147	82,175	374,844	338,248	497,339	53,040	41,228	190,894	169,816	258,858
LEMONS	10,798	9,653	68,094	68,620	132,269	6,968	6,162	57,412	64,543	114,653
ORANGES, INCL. TM	80,388	93,427	266,266	304,129	513,630	44,509	48,657	145,038	164,096	287,699
OTHER CITRUS	5,350	3,478	25,432	21,605	30,208	4,237	2,944	21,348	18,002	24,774
Subtotal:----	199,683	188,733	734,636	732,602	1,173,446	108,754	98,991	414,692	416,457	685,985
FR. FRUIT, NON-CIT MT										
APPLES	49,518	54,118	348,013	401,770	564,953	32,789	30,982	227,590	246,398	371,337
AVOCADOS	838	331	5,081	3,266	10,090	613	665	3,933	3,529	12,342
CHERRIES SWT &TRT	407	846	4,619	3,458	34,702	319	703	4,415	3,152	130,807
GRAPES	888	1,090	115,584	83,182	240,097	1,317	1,687	141,873	123,714	303,291
KIWIFRUIT	1,275	879	4,123	4,082	5,315	2,077	1,143	6,088	5,620	7,378
MELONS	4,641	5,084	31,952	33,611	223,273	2,633	2,990	16,816	17,740	80,607
PAPAYA	676	634	4,092	3,536	8,274	1,614	1,593	9,031	8,616	19,100
PEACHES & NECTRNS	233	118	2,495	3,042	74,822	252	187	2,580	3,051	71,900
PEARS	8,914	5,641	101,055	81,203	144,426	5,686	3,185	55,595	49,673	84,460
PLUMS/PRUNES	254	194	2,770	2,428	67,193	372	314	3,198	2,769	60,698
STRAWBERRIES	5,189	4,592	15,839	14,532	53,693	8,133	7,626	33,417	30,320	91,674
OTHER NON-CITRUS	2,603	2,540	20,441	22,196	47,787	3,107	3,788	20,189	24,020	62,554
Subtotal:----	75,436	76,066	656,066	656,307	1,474,624	58,912	54,862	524,724	518,604	1,296,148
CAN/PREP FRUIT MT										
CHERRIES, TART CN	1,222	506	3,543	1,920	6,270	1,449	660	4,169	2,655	7,406
FRUIT MIXTURES	1,566	1,962	13,441	11,796	26,876	1,826	2,294	15,569	13,714	31,614
MARACHINO CHERRY	986	418	4,922	2,310	7,756	2,057	890	8,042	4,921	13,925
PEACHES, CANNED	1,821	1,737	9,528	8,295	17,777	1,734	1,736	8,908	8,296	17,250
PINEAPPLE, CANNED	230	250	1,712	2,211	3,339	226	238	1,508	2,031	3,113
OTHER CANNED FRUI	3,200	4,056	21,544	21,463	45,596	3,616	5,083	24,764	25,938	52,142
OTHER PREP/PRESER	6,972	7,432	34,402	39,389	77,272	7,475	7,012	37,045	40,688	78,708
Subtotal:----	15,998	16,361	89,091	87,382	184,885	18,383	17,913	100,005	98,243	204,158
DRIED FRUIT MT										
PRUNES, DRIED	5,934	6,111	31,459	35,062	62,548	13,098	11,616	71,226	71,738	139,073
RAISINS, DRIED	8,424	7,192	57,219	61,412	118,824	14,302	13,010	98,538	105,946	200,420
OTHER DRIED FRUIT	1,255	1,012	12,824	9,434	22,411	3,035	3,346	30,039	28,315	55,474
Subtotal:----	15,613	14,314	101,501	105,908	203,783	30,435	27,972	199,803	206,000	394,967
FROZEN FRUIT MT										
BLUEBERRIES, FROZ	1,285	546	5,217	3,239	13,785	2,006	999	8,215	6,232	18,713
STRAWBERRIES, FRO	2,212	1,342	10,037	8,584	21,890	3,063	1,701	13,421	10,897	28,346
OTHER FROZEN FRUI	1,827	1,503	12,826	8,296	28,612	2,655	2,102	17,271	11,324	36,707
Subtotal:----	5,324	3,391	28,081	20,119	64,287	7,725	4,802	38,907	28,454	83,766
FRUIT/VEG JUICES KL										
GRAPEFRUIT JU, CN	7,143	5,879	24,776	24,283	63,393	4,772	5,085	18,362	18,111	43,790
ORANGE JUICE, CON	25,707	45,725	121,496	160,695	326,175	14,057	18,038	72,076	81,277	163,945
ORANGE JUICE, NOT	12,501	16,293	71,775	89,550	152,862	9,317	11,637	53,168	62,554	109,185
OTHER JUICES	37,803	37,275	241,876	211,254	489,240	30,163	28,275	173,807	158,373	348,225
Subtotal:----	83,154	105,173	459,923	485,781	1,031,670	58,308	63,035	317,413	320,314	665,145
FRESH VEGETABLES MT										
ASPARAGUS, FR, CH	3,317	3,410	5,734	6,828	14,344	12,647	11,666	21,699	23,597	51,666
BROCCOLI	11,101	13,645	68,899	63,957	129,396	7,972	8,615	42,652	44,999	84,418
CAULIFLOWER	7,268	8,051	53,831	46,718	107,457	5,477	5,595	34,911	30,817	71,619
CELERY	11,885	11,860	63,443	62,497	116,728	3,650	4,767	20,231	25,912	38,886
LETTUCE, FR CHLO	26,109	26,873	150,286	158,535	286,294	15,519	14,314	70,537	78,758	132,876
ONIONS	12,721	13,000	153,771	150,802	266,097	4,078	4,534	45,400	52,300	83,413
PEPPERS	4,725	5,245	28,292	30,527	58,504	4,960	5,130	23,441	26,166	46,467
TOMATOES	4,457	6,451	57,280	60,494	131,285	6,536	9,330	49,014	53,471	100,428
OTHER VEGETABLES	52,605	89,561	262,042	298,167	681,271	31,322	37,764	172,893	187,877	369,553
Subtotal:----	134,188	178,098	843,578	878,524	1,791,376	92,160	101,714	480,778	523,896	979,327
VEG CANNED MT										
KETCHUP	3,468	3,179	20,564	21,097	41,143	2,437	2,617	15,135	16,280	30,851
SWEET CORN, CANNE	13,678	17,973	78,656	96,789	168,615	10,975	15,250	62,379	79,669	136,983
TOMATO PASTE	6,728	9,856	47,860	66,866	101,059	5,641	6,890	38,368	47,488	77,393
TOMATO SAUCE	7,404	7,991	42,141	40,905	84,053	6,895	7,777	40,524	40,213	79,868
OTHER CAN VEG	19,650	22,030	124,605	125,318	253,825	25,021	28,618	156,898	163,747	315,358
Subtotal:----	50,929	61,030	313,827	350,975	648,696	50,969	61,151	313,304	347,397	640,453
FROZEN VEGETABLES MT										
FROZEN FRENCH FRY	31,904	33,889	166,503	197,450	350,487	23,432	25,357	122,465	146,499	256,185
FZN SWT CORN	5,095	5,988	30,267	31,032	59,253	4,316	5,351	25,733	26,985	50,829
OTHER POT FZN	1,800	2,395	9,861	17,087	20,772	1,714	1,890	8,246	11,576	17,868
OTHER FZN VEG	6,153	6,424	34,119	33,226	71,480	5,560	5,721	31,365	30,536	63,306
Subtotal:----	44,952	48,696	240,751	278,794	501,991	35,022	38,319	187,809	215,596	388,188
VEG. DEHYD MT										
GARLIC DEHYD.	867	1,030	4,612	5,720	9,622	2,010	2,211	10,577	12,382	21,690
ONIONS, DEHYD.	2,493	2,963	15,365	16,235	30,465	5,911	6,875	35,739	38,212	70,479
POTATOES, DEHYD	4,235	4,846	26,938	25,245	50,241	5,372	5,133	28,147	25,822	57,054
OTHER DEHYD VEG	5,238	5,828	26,733	33,243	55,708	7,015	10,173	40,391	52,627	82,287
Subtotal:----	12,834	14,667	73,648	80,443	146,037	20,309	24,392	114,855	129,044	231,509
TREE NUTS MT										
ALMONDS, UNSHLD	615	573	9,471	12,402	19,609	1,495	1,373	23,593	29,994	47,853
PISTACHIO, UNSHLD	409	498	8,016	3,331	10,231	1,521	2,192	28,316	14,483	36,474
WALNUTS, SHLD	1,426	1,953	13,313	14,139	21,139	6,057	5,799	43,560	47,928	74,538
WALNUTS, UNSHLD	820	238	54,599	48,884	62,144	1,496	417	105,105	104,616	121,252
OTHER NUTS	4,877	5,317	43,395	36,900	73,592	14,910	13,691	119,100	108,344	206,474
ALMONDS, SH/PREP	23,008	9,995	155,120	92,134	282,227	61,727	53,750	421,613	474,255	894,225
Subtotal:----	31,155	18,573	283,915	207,790	468,942	87,205	77,222	741,287	779,621	1,380,816
NUSERY PRODUCTS MIXED										
CUT FLOWERS	0	0	0	0	0	5,265	4,645	22,306	24,507	46,529
OTHER NURSERY	0	0	0	0	0	20,912	22,150	85,520	91,471	154,613
Subtotal:----	0	0	0	0	0	26,177	26,796	107,826	115,978	201,142
HOPS & PRODUCTS MT										
HOP EXTRACT	459	295	2,312	1,967	3,751	8,823	5,714	38,381	33,786	60,224
HOP PELLETS	724	431	3,852	3,964	5,549	4,047	2,283	20,144	20,170	30,441
HOPS, NFSP	115	300	2,131	1,498	2,860	509	1,327	11,193	7,309	16,847
Subtotal:----	1,298	1,025	8,295	7,429	12,160	13,379	9,324	69,718	61,265	107,512
WINE KL										
GRAPE WINES	11,337	15,664	69,545	84,279	157,116	20,462	27,127	124,519	157,941	287,482
OTHER WINE PROD	1,116	1,327	5,939	7,028	12,896	1,356	2,170	7,647	10,323	17,212
Subtotal:----	12,453	16,990	75,483	91,307	170,011	21,818	29,297	132,166	168,264	304,694
MISCELLANEOUS MIXED										
BEER & BEVERAGES	51,100	55,116	341,916	325,173	744,403	30,620	36,170	205,862	203,553	452,774
EDIBLE PREPARATIO	15,689	18,098	98,445	106,786	208,291	63,472	85,135	368,102	476,762	813,101
GINSENG	17	74	671	758	893	1,785	4,585	63,462	61,099	77,527
POTATO CHIPS	5,507	5,102	29,664	28,861	59,922	15,144	15,015	83,756	78,544	166,159
OTHER MISC	0	0	0	0	0	80,139	117,715	436,732	559,387	946,032
Subtotal:----	72,313	78,390	470,696	461,578	1,013,509	191,161	258,619	1,157,915	1,379,344	2,455,592
Grand Total:						820,717	894,410	4,901,203	5,308,476	10,019,403

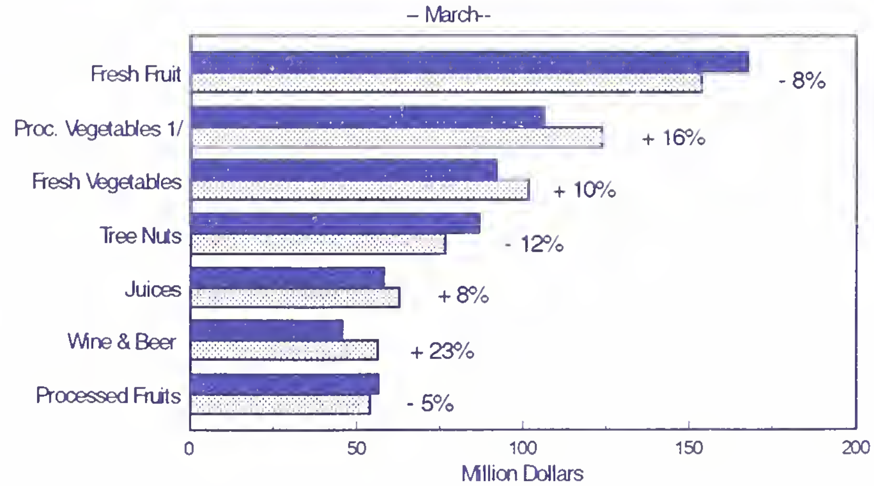
U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES
WORLD TOTAL, OCTOBER - SEPTEMBER YEAR
MARCH 1997

NAME	QUANTITY					VALUES (1000 DOLLARS)				
GROUP & COMMODITY	CURR MO LAST YR	CURR MO CURR YR	YR TODATE LAST YR	YR TODATE CURR YR	LAST YEAR	CURR MON LAST YR	CURR MON CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR
FRESH FRUIT MT										
APPLES	11,259	12,349	57,756	63,775	175,491	6,016	7,761	23,836	26,509	103,231
AVOCADOS	214	341	16,963	20,300	23,118	204	340	14,692	18,615	20,455
BANANAS	301,150	327,743	1,821,045	1,800,490	3,782,707	86,187	102,273	516,356	534,476	1,093,212
CANTALOUPE	52,036	85,454	177,795	231,656	333,902	16,736	27,950	53,872	78,063	106,031
GRAPES	66,501	70,571	217,775	244,547	341,098	51,301	63,109	194,760	259,057	344,799
KIWIFRUIT	347	2,716	3,122	9,382	37,301	242	1,807	2,558	7,449	24,039
MANGOES	14,700	12,554	26,169	27,907	166,058	13,516	11,781	25,216	26,631	100,039
PEACHES	7,705	6,958	40,617	41,288	41,287	5,410	5,227	30,316	32,532	31,085
PEARS	11,794	19,463	28,662	46,327	57,371	6,720	11,575	18,911	32,351	34,106
PINEAPPLES	10,743	15,390	57,860	75,051	128,547	3,662	6,697	20,069	34,216	47,758
STRAWBERRY	6,156	6,542	13,832	13,605	30,048	14,429	11,278	35,136	24,642	54,522
OTHER MELONS	60,278	67,433	180,662	199,695	327,524	18,768	17,929	54,801	54,726	92,781
OTHER FRUIT	42,594	49,954	272,826	293,374	538,529	20,588	27,211	133,745	164,847	263,393
Subtotal:----	585,477	677,468	2,915,084	3,067,398	5,982,982	243,779	294,938	1,124,268	1,294,114	2,315,450
DRIED FRUIT MT										
DRIED APRICOTS	1,333	513	8,767	6,739	14,069	2,698	1,441	18,589	18,493	30,639
DRD FIGS & PST	718	107	3,355	1,783	5,044	667	120	5,030	3,800	7,188
OTHER DRIED FRUI	1,851	1,193	13,584	11,060	25,302	2,554	1,840	19,808	19,768	39,682
Subtotal:----	3,903	1,813	25,705	19,582	44,416	5,920	3,401	43,427	42,061	77,510
FROZEN FRUIT MT										
FZN BLUEBERRIES	771	1,297	4,092	6,304	10,472	941	2,633	5,280	12,529	16,085
FZN STRAWBERRIES	5,155	5,162	9,160	10,197	21,148	4,087	4,481	7,783	9,380	17,669
OTHER FZN FRUIT	1,955	3,279	11,413	15,444	33,720	2,485	4,095	14,225	18,222	38,421
Subtotal:----	7,881	9,737	24,665	31,946	65,340	7,513	11,209	27,288	40,131	72,175
CANNED/PREP FRUIT MT										
CANNED OLIVES	5,751	6,727	37,984	35,554	72,282	14,737	15,925	93,468	89,644	181,991
CANNED ORANGES	5,798	6,624	26,880	25,091	59,849	6,230	6,802	29,608	25,327	64,148
CANNED PEACHES	909	2,095	8,083	17,760	17,062	619	1,411	5,716	11,800	11,726
CANNED PINEAPPLE	27,596	21,414	147,585	132,856	306,266	16,877	14,586	89,863	91,775	195,435
MIXED FRUIT	3,813	4,697	26,904	25,776	46,109	3,448	4,465	24,638	24,625	42,609
PREP/PRES FRUIT	6,087	8,556	36,111	49,354	70,663	7,712	10,167	47,281	58,368	88,398
OTHER CANNED FRU	4,098	5,287	25,934	30,111	63,644	5,344	6,385	33,939	38,186	78,573
Subtotal:----	54,053	55,401	309,481	316,503	635,875	54,965	59,742	324,514	339,724	662,879
FRT&VEG JUICE SSE KL										
APPLE JUICE	43,150	73,150	299,696	545,477	856,697	17,201	28,334	124,245	190,898	327,267
FCOJ	84,259	98,687	422,508	692,522	816,744	23,428	20,364	106,420	152,520	215,338
GRAPE JUICE	15,614	10,030	92,808	72,112	218,866	4,278	4,403	24,723	28,259	62,896
PINEAPPLE JUICE	26,872	23,852	167,107	161,007	323,038	7,355	7,387	39,141	46,033	85,004
OTHER JUICES	13,956	31,312	67,220	122,178	238,032	10,312	18,077	47,506	75,256	139,434
Subtotal:----	183,850	237,031	1,049,340	1,593,297	2,453,377	62,574	78,565	342,035	492,966	829,939
FRESH VEGETABLES MT										
GARLIC	1,351	1,551	5,101	5,083	22,438	1,781	1,957	6,556	7,225	27,212
ASPARAGUS	4,612	5,209	22,048	25,741	33,333	8,283	9,724	40,085	45,976	58,156
BELL PEPPER	28,683	25,715	123,356	129,248	165,549	18,450	24,676	83,070	134,964	147,926
CARROTS	6,618	6,414	62,912	58,996	101,943	1,647	1,831	15,646	13,652	24,298
CHILI PEPPER	9,967	7,626	48,359	46,418	104,009	4,798	3,523	30,878	18,808	51,477
CUCUMBERS	49,214	35,038	223,044	225,765	295,907	22,730	12,138	68,734	68,086	115,608
ONIONS	70,090	58,623	158,798	161,685	266,779	21,084	14,659	91,736	76,309	146,632
POTATOES	92,783	54,040	317,671	193,808	489,908	18,615	9,367	62,418	35,018	98,581
SQUASH	19,974	18,999	106,386	110,642	132,970	12,356	12,782	53,181	71,831	67,300
TOMATOES	108,881	126,738	419,570	466,260	724,621	68,513	146,322	290,400	374,381	679,977
OTHER FRESH VEG	55,825	57,838	253,551	262,093	435,237	31,925	35,066	139,372	158,098	234,033
Subtotal:----	447,998	397,791	1,740,794	1,685,739	2,772,695	210,183	272,047	882,075	1,004,348	1,651,200
CANNED/DEHYD VEGE MT										
CND ARTICHOKES	1,963	1,909	11,098	11,505	26,367	3,387	2,749	20,060	18,697	45,213
CND BAMBOO	1,310	2,175	15,893	16,292	27,392	1,264	1,788	15,618	14,625	27,056
CND MUSHROOMS	4,050	4,573	23,857	34,161	56,569	8,452	7,569	53,322	59,409	115,561
CND PIMIENTO	597	897	4,105	5,058	8,171	778	1,014	5,496	6,250	10,493
CND TOMATOES	2,767	6,203	26,227	34,837	48,630	1,102	2,679	11,371	14,931	20,491
CND WATERCHNUTS	5,258	2,914	13,424	13,922	39,633	3,824	2,286	9,891	12,273	31,746
TOMATO PST & SAU	2,122	2,787	15,478	13,274	34,204	2,490	4,691	15,496	17,797	31,648
DRIED MUSHROOMS	111	125	784	903	1,536	1,317	1,236	9,605	9,134	17,049
DRIED TOMATOES	439	309	2,901	4,002	6,106	1,596	1,324	10,605	14,991	23,027
OTHER DEHY VEG	9,470	11,887	57,850	80,594	128,049	10,468	13,004	58,840	80,981	128,352
OTHER CAN VEG	17,781	23,622	103,941	125,845	211,272	16,461	19,236	101,126	109,379	198,012
Subtotal:----	45,870	57,401	275,558	340,393	587,930	51,138	57,578	311,428	358,467	648,648
FROZEN VEGETABLES MT										
BROCCOLI FZN	18,354	19,459	109,925	94,948	181,663	9,554	11,955	60,976	59,756	102,188
CAULIFLOWER FZN	887	1,163	14,530	14,625	18,351	622	857	8,827	10,991	11,559
POTATO FZN	14,521	24,468	87,200	137,621	183,071	8,798	14,556	52,620	83,163	112,893
OTHER VEG FZN	10,242	13,428	85,896	78,998	208,908	8,402	10,874	51,255	63,555	104,601
Subtotal:----	44,004	58,519	297,551	326,191	591,994	27,376	38,243	173,678	217,465	331,241
TREE NUTS MT										
BRAZILS TOT	126	260	2,025	2,730	7,821	369	847	5,288	8,503	16,613
CASHEWS TOT	3,423	5,523	26,407	30,482	61,038	16,549	25,752	129,095	142,997	300,213
COCONUT	2,403	3,275	24,890	20,008	43,090	2,190	2,983	19,907	18,008	35,895
PECANS	848	374	21,913	17,789	24,814	2,532	1,798	39,275	28,143	53,623
OTHER NUTS	1,137	1,328	10,546	11,872	18,533	3,747	6,090	38,992	49,456	74,881
Subtotal:----	7,937	10,761	85,783	82,881	155,296	25,388	37,470	232,557	247,107	481,224
NURSEY PRODUCTS MIXED										
CARNATIONS	107,900	117,547	670,395	670,414	1,278,692	13,480	10,544	68,464	60,626	129,577
CHRISTMAS TREES	0	0	2,087	2,258	2,126	0	0	18,050	20,220	18,094
CHRYSANTHEMUS	64,296	55,972	353,530	329,986	676,248	9,562	9,015	45,841	46,884	91,982
ROSES	51,649	63,294	413,967	474,142	829,234	18,099	17,755	97,000	106,841	184,874
TULIP BULBS	31	20	86,664	84,440	341,260	9	4	11,568	10,023	42,074
OTHER CUT FLOWER	0	0	0	0	0	21,594	18,732	97,215	97,622	186,542
OTHER NURSEY PRO	0	0	0	0	0	24,668	28,554	145,981	152,820	277,365
Subtotal:----	223,876	236,833	1,526,643	1,561,240	3,127,560	87,411	84,605	484,119	495,035	930,508
HOPS & PRODUCTS MT										
HOPS & PELLETS	404	236	4,662	4,260	5,365	3,308	1,373	32,985	30,390	37,979
OTHER HOP PROD	67	31	384	183	503	478	228	2,669	1,315	3,699
Subtotal:----	471	267	5,045	4,443	5,867	3,787	1,601	35,653	31,704	41,678
WINE KL										
RED WINE	12,482	14,047	68,430	82,125	150,951	46,992	58,773	261,416	319,425	565,708
SPARKILING WINE	1,180	1,393	18,108	17,475	31,069	13,640	17,700	174,736	186,303	313,991
WHITE WINE	7,922	8,829	52,615	55,772	106,568	26,545	30,665	170,852	196,667	360,701
OTHER WINE PROD	2,355	10,438	15,685	41,648	47,705	7,665	17,365	47,596	92,939	119,764
Subtotal:----	23,939	34,706	154,836	197,020	336,294	94,841	124,503	654,600	795,334	1,360,163
MISCELLANEOUS MIXED										
BEER & BEVERAGES	125,700	135,051	679,081	725,389	1,565,134	108,722	117,153	589,661	639,594	1,365,034
OTHER MISC	0	0	0	0	0	113,501	113,066	629,835	680,919	1,307,570
Subtotal:----	125,700	135,051	679,081	725,389	1,565,134	222,223	230,219	1,219,495	1,320,513	2,672,604
Grand Total:						1,097,098	1,294,119	5,855,138	6,678,970	12,075,218

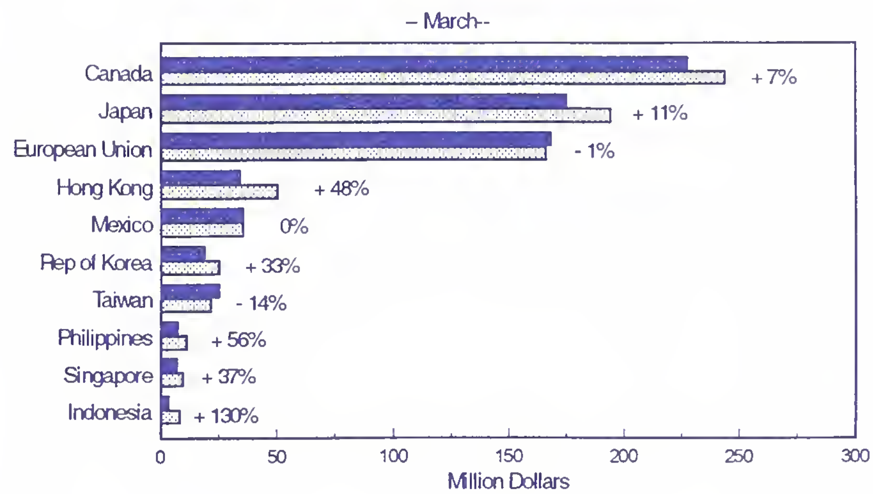
U.S. Horticultural Product and Market Export Summaries

Latest Month Comparisons (March) ■1996 □1997

Selected Product Summary



Top Ten Markets Summary



1/ Includes potato chips

EXPORT NEWS AND OPPORTUNITIES

GSM-102 Program: USDA increases Operational Credit Guarantees to Mexico; and amends coverage for Estonia and Latvia

Since the last publication, the United States Department of Agriculture (USDA) has increased by $275 million the amount of operational credit guarantees available to U.S. exporters for sales of previously announced U.S. agricultural commodities to Mexico for fiscal year 1997. This action completes the allocation of the entire $1.075 billion in program coverage authorized for sales to Mexico in fiscal year 1997. All other terms and conditions previously announced remain the same.

On May 14, USDA amended coverage for eligible commodities to Estonia and Latvia to include dried fruit, tree nuts, and wine; brandy. All other terms and conditions previously announced remain the same.

The GSM-102 program makes available financing for the sales of U.S. agricultural commodities overseas. USDA does not provide financing, but guarantees payments due from foreign banks. USDA typically guarantees 98 percent of the principal and a portion of the interest. The GSM-102 program covers credit terms from 90 days to three years. Under the program, once a firm sale exists, the qualified U.S. exporter applies for a payment guarantee before the date of export. The U.S. exporter pays a fee calculated on the dollar amount guaranteed, based on a schedule of rates applicable to different lengths of credit periods. The CCC-approved foreign bank issues a dollar-denominated, irrevocable letter of credit in favor of the U.S. exporter, ordinarily advised or confirmed by the financial institution in the United States agreeing to extend credit to the foreign bank. The U.S. exporter may negotiate an arrangement to be paid as exports occur by assigning the U.S. financial institution the right to proceeds that may become payable under the guarantee, and later presenting required documents to that financial institution. Such documents normally include a copy of the export report. If a foreign bank fails to make any payment as agreed, the exporter or the assignee may file a claim with USDA for the amounts due and covered by the guarantee. USDA will pay the U.S. bank and will take on the responsibility of collecting the overdue amount from the foreign bank.

The tables on pages 9 and 10 present FY 1997 allocations by country and product along with registrations through May 9, 1997, for various horticultural commodities and products. Repayment terms vary under the program, from 90 days to 3 years. *Cautionary information for use of the accompanying table: The table reflects only exporter applications for guarantees that have been entered into the GSM 102 computerized system. At any given time, exporter applications are in process, and not all of those received have been entered into the system. Moreover, all applications are initially entered into the system on a provisional basis until price reviews have been completed, the guarantee fee has been received, and the written guarantee has been issued. Thus, some applications now in the system may in the future be removed, and the commodity balances correspondingly increased.* For details on terms and authorizations, see the footnotes to the table.

Note: The GSM will consider requests to establish a GSM-102 program for a country or region or amend an authorized program to include horticultural commodities and products which are currently not eligible. (For further information on the GSM-102 program for horticultural commodities, contact Yvette Wedderburn Bomersheim, 202-720-9903).

Supplier Credit Guarantee Program: No Activity Since Last Publication

The SCGP is unique because it covers short-term financing extended directly by U.S. exporters to foreign buyers and requires that the importers sign a promissory note in case of default on the CCC-backed payment guarantee. The SCGP emphasizes high-value and value-added products, but may include commodities or products that

also have been programmed under the GSM-102 program.

The tables on pages 11 and 12 present FY 1997 allocations by country and product along with registrations through May 9, 1997, for various horticultural commodities and products. *Cautionary information for use of the accompanying table: The table reflects only exporter applications for guarantees that have been entered into the SCGP computerized system. At any given time, exporter applications are in process, and not all of those received have been entered into the system. Moreover, all applications are initially entered into the system on a provisional basis until price reviews have been completed, the guarantee fee has been received, and the written guarantee has been issued. Thus, some applications now in the system may in the future be removed, and the commodity balances correspondingly increased.*

Note: The GSM will consider requests to establish a SCGP for a country or region or amend an authorized program to include horticultural commodities and products which are currently not eligible. (For further information on the SCGP for horticultural commodities, contact Yvette Wedderburn Bomersheim, 202-720-9903).

FY 1997 GSM-102

CREDIT GUARANTEE COVERAGE 1/

Country/Commodity	Announced Allocation 12/ In Millions of Dollars)	Exporter Applications Received (In Millions of Dollars)	Balance (In Millions of Dollars)
ANDEAN REGION 2/	**200.0**	**81.7**	**118.3**
Dried fruit 7/		0.8	
Fresh fruit 6/		0.0	
Frozen fruit		0.0	
Tomato Paste		0.7	
Tree nuts 5/		0.0	
BRAZIL	**75.0**	**20.2**	**54.8**
Fresh fruit 6/		4.6	
Potatoes		0.0	
CENTRAL AMERICA REGION 4/	**80.0**	**43.0**	**37.0**
Potatoes		0.0	
CHINA	**100.0**	**6.8**	**93.2**
Fresh fruit (apples & cherries)		0.0	
Potatoes		0.0	
CZECH REPUBLIC	**10.0**	**0.0**	**10.0**
Fresh fruit 6/		0.0	
Potatoes		0.0	
EAST AFRICA REGION 11/	**35.0**	**11.1**	**23.9**
Potatoes		0.0	
EAST CARIBBEAN REGION 3/	**50.0**	**30.5**	**19.5**
Fresh fruit 6/		0.0	
EGYPT	**150.0**	**108.4**	**41.6**
Fresh fruit 6/		0.0	
Potatoes		0.0	
ESTONIA	**6.0**	**0.0**	**6.0**
Dried fruit 7/			
Tree nuts 5/			
Wine; brandy			
INDIA	**15.0**	**0.0**	**15.0**
Tree nuts 5/		0.0	
INDONESIA	**160.0**	**137.8**	**22.2**
Dried fruit 7/		0.0	
Fresh fruit 6/		0.0	
Potatoes		0.0	
Tree nuts 5/		0.0	
LATVIA	**6.0**	**0.0**	**6.0**
Dried fruit 7/			
Tree nuts 5/			
Wine; brandy			

FY 1997 GSM-102
CREDIT GUARANTEE COVERAGE 1/

Country/Commodity	Announced Allocation 12/ In Millions of Dollars)	Exporter Applications Received (In Millions of Dollars)	Balance (In Millions of Dollars)
MEXICO	**800.0**	**800.0**	**0.0**
Fresh fruit 6/		0.0	
Hops and Products		0.0	
Potatoes		0.0	
Tree nuts 5/		0.0	
PAPUA NEW GUINEA	**1.0**	**0.0**	**1.0**
Canned vegetables		0.0	
POLAND	**25.0**	**0.0**	**25.0**
Potatoes		0.0	
RUSSIA	**95.0**	**90.6**	**4.4**
Canned fruit 4/		0.06	
Canned vegetables 8/		0.06	
Dehydrated instant soup		0.0	
Fresh fruit 6/		0.48	
Fresh vegetables 9/		0.0	
Frozen vegetables		0.08	
Frozen concentrated orange juice		0.0	
Potatoes		0.0	
Tree nuts 5/		0.0	
SLOVAKIA	**10.0**	**0.0**	**10.0**
Frozen concentrated orange juice		0.0	
SOUTHERN AFRICA REGION 10/	**50.0**	**0.2**	**49.8**
Potatoes		0.0	
TUNISIA	**30.0**	**4.8**	**25.2**
Tree nuts 5/			

1/ Coverage announced for FY 1997 as of May 9, 1997 as detailed in FAS Program Announcements (tel: 202-690-1621 for information); unless otherwise noted, terms are FOB, 90-days to 3 years. 2/ Bolivia, Colombia, Ecuador, Chile, Peru, and Venezuela. 3/ Barbados, Grenada, Guyana, St. Lucia, St. Vincent, and the Grenadines, Surinam, Trinidad and Tobago. 4/ Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama. 5/ almonds, pecans, pistachios, walnuts, hazelnuts. 6/ Apples, apricots, avocadoes, blueberries, cherries, grapes, grapefruit, kiwifruit, lemons, melons, (watermelons, cantaloup, and honeydew), nectarines, oranges, pears, plums, peaches, raspberries, strawberries, tangerines. 7/ raisins, prunes, dates, figs, apples. 8/ asparagus, beans, carrots, corn, peas, tomatoes, tomato paste. 9/ asparagus, beans, broccoli, carrots, cauliflower, celery, corn, garlic, lettuce, onions, peppers, potatoes, and tomatoes. 10/Angola, Botswana, Burundi, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Sudan, Seychelles, South Africa, Swaziland, Tanzania, Zambia, and Zimbabwe. 11/ Kenya and Uganda. 12/ All commodities, including those not listed.

FY 1997
SUPPLIER CREDIT COVERAGE 1/

Country/Commodity	Announced Allocation 10/ In Millions of Dollars)	Exporter Applications Received (In Millions of Dollars)	Balance (In Millions of Dollars)
BRAZIL	**10.0**	**0.0**	**10.0**
Canned fruit 4/		0.0	
Dried fruit 5/		0.0	
Fresh fruit 3/		0.0	
Potaotes		0.0	
Tree nuts 2/		0.0	
Canned vegetables 6/		0.0	
Fresh vegetables 7/		0.0	
Frozen vegetables 8/		0.0	
Wine; Brandy		0.0	
COLOMBIA	**10.0**	**0.0**	**10.0**
Canned fruit 4/		0.0	
Dried fruit 5/		0.0	
Fresh fruit 3/		0.0	
Potatoes		0.0	
Tree nuts 2/		0.0	
Canned vegetables 6/		0.0	
Fresh vegetables 7/		0.0	
Frozen vegetables 8/		0.0	
Wine; Brandy		0.0	
GUATEMALA/CENTRAL AMERICA	**10.0**	**2.7**	**7.3**
Fresh fruit 3/		0.0	
Canned fruit 4/		0.0	
Dried fruit 5/		0.0	
Potatoes		0.0	
Tree nuts 2/		0.0	
Fresh vegetables 7/		0.0	
Wine; Brandy		0.0	
JAMAICA	**5.0**	**0.0**	**5.0**
Canned fruit 4/		0.0	
Dried fruit 5/		0.0	
Fresh fruit 3/		0.0	
Potatoes		0.0	
Tree nuts 2/		0.0	
Canned vegetables 6/		0.0	
Fresh vegetables 7/		0.0	
Frozen vegetables 8/		0.0	

FY 1997
SUPPLIER CREDIT COVERAGE 1/

Country/Commodity	Announced Allocation 10/ In Millions of Dollars)	Exporter Applications Received (In Millions of Dollars)	Balance (In Millions of Dollars)
MEXICO	**30.0**	**0.21**	**29.79**
Dried fruit 5/		0.0	
Canned fruit 4/		0.0	
Canned vegetables 6/		0.0	
Fresh fruit 3/		0.0	
Fresh vegetables 7/		0.0	
Frozen vegetables 8/		0.0	
Potatoes		0.0	
Tree nuts 2/		0.0	
Wine; Brandy		0.0	
SOUTHEAST ASIA	**35.0**	**0.0**	**35.0**
Canned fruit 4/		0.0	
Dried fruit 5/		0.0	
Fresh fruit 3/		0.0	
Frozen fruit 9/		0.0	
Potatoes		0.0	
Tree nuts 2/		0.0	
Canned Vegetables 6/		0.0	
Fresh vegetables 7/		0.0	
Frozen vegetables 8/		0.0	
Wine; Brandy		0.0	

1/ Coverage announced for FY 1997 as of May 9, 1997 as detailed in FAS Program Announcements (tel: 202-690-1621 for information. 2/ almonds, pecans, pistachios, walnuts, hazelnuts. 3/ Apples, apricots, avocadoes, blueberries, cherries, grapes, grapefruit, kiwi, lemons, melons, nectarines, oranges, pears, plums, peaches, raspberries, strawberries, tangerines. 4/ peaches, pears, cocktail, tart cherries. 5/ raisins, prunes, dates, figs. 6/ asparagus, beans, carrots, corn, peas, tomatoes, tomato paste. 7/ asparagus, beans, broccoli, carrots, cauliflower, celery, corn, garlic, lettuce, onions, peppers, potatoes, tomatoes. 8/ beans, broccoli, carrots, corn, spinach. 9/ blackberries, blueberries, raspberries, strawberries. 10/ All commodities, including those not listed.

EXPORT NEWS AND OPPORTUNITIES

South African Export Assistance Program abolished

As of June 1997 the General Export Incentive Scheme (GEIS) will be abolished. This program was introduced in 1990 and amounted to a tax free payment of about 12 percent of FOB value for canned fruits and vegetables and 2 percent for canned meats, packed for retail sale. In 1995 the rate was cut to 6 percent for canned fruits and vegetables and almost to zero for canned meats. Due to budgetary constraints and the program's inconsistency with WTO rules the Government decided to terminate it in June.

Frost dramatically reduces Italian fruit production

The northern Italian regions (Emilia-Romagna, Piedmont, Trentino-Alto Adige, Veneto) were the most severely hit by April frost, according to the U.S. Agricultural Counselor in Rome. Although a few southern regions (Campania, Apulia and Calabria) also were affected by exceptionally low temperatures.

Frost hit the plants during the flowering and fruit setting stage, after an initial spring season characterized by high temperatures. Since flowering and fruit setting were in full progress, crop volumes are not expected to recover.

Estimated Italian fruit production will decline as follows:

Kiwi	25-30%
Peaches	25-35%
Nectarines	30-40%
Apricot	35-45%
Plums	25-35%
Apples and Pears	30-40%

The above-mentioned Italian regions account for:

65% of total kiwi production
75% of peach production
90% of nectarine production
85% of apricot production
85% of cherry production
85% of pear production
90% of apple production

The Italian Government currently has 250 billion Lire ($150 million) in a disaster relief fund for 1997. Since the economic damage from the frost is expected to be higher, the fund will have to be increased.

New Zealand moves forward on industry restructuring

This year the New Zealand Kiwifruit Marketing Board (NZKMB) will separate its marketing and statutory activities. The statutory board known as "Kiwifruit New Zealand" will handle industry governance, strategic planning, collaborative marketing proposals, grower communications, and compulsory crop acquisition and sale. The marketing company known as "ZESPRI" is a wholly owned subsidiary of the statutory board and will handle the marketing and commercial functions of the NZKMB. This will be the first year that the Zespri brand will be used to market N.Z. kiwifruit.

The number of packhouses in New Zealand continues to decline. This year there are three fewer packhouses operating. Baypak, formerly known as Plenty Fruitgrowers Cooperative bought Manukau Horticulture and is now the largest kiwifruit processor in New Zealand. Baypak expects to process 7.2 million trays or 11.5 percent of the 65 million tray 1997 crop.

Export opportunities for U.S. onions to Korea in 1997 may be limited by larger crop

Korea is expected to have a surplus onion crop in 1997 totaling 730,000 tons, up 28 percent from the 1996 output, according to the U.S. Agricultural Counselor in Seoul. This larger crop could reduce U.S. exports of onions to Korea this year. The 1997 production increase is attributed mainly to farmers increasing planted area, because of strong market prices received last year due to a production shortfall. The planted area for 1997 is estimated at 12,500 hectares, up 30 percent from 1996. Reportedly, the condition of this year's crop through April has been normal. However, the weather in May will be a determining factor in the eventual crop condition since it is the peak growing time for mid/late varieties in major growing areas.

The bulk of Korea's total onion production is

consumed domestically. Consumption of onions in 1997 is projected at 650,000 tons, up 30,000 tons from the level registered in 1996. If this year's production and consumption volumes are realized, a projected surplus of 80,000 tons of onions will be available for disposition. The projected surplus volume of onions in Korea this year will likely lead to lower prices, boost domestic demand, and increase competition in neighboring countries. In 1995, a bumper production year, Japan was the key export market. Additionally, imports for the remainder of calendar year 1997 will be limited to the Minimum Market Access (MMA) quota mount of 6,208 tons.

Last year's short crop led to volatile market this past winter. Wholesale prices jumped to 900 Korean Won per kilogram (W/kg) during Jan/Feb this year from 600-700 W/kg during Aug-Dec last year, but dropped to 700 W/kg with the release of imported onions in March. Domestic prices peaked again at 1,300 W/kg in early April 1997.

With the domestic harvest of onions in April of early varieties, the prices began to decline rapidly, falling to 400 W/kg by mid-April. Harvest of early varieties is estimated at 32,000 tons, which will be marketed through Mid-May.

The Agricultural and Fishery Marketing Corporation (AFMC), a state trading organization, is the exclusive importer of onions for the annual MMA in-quota volume to Korea. The MMA volume for 1997 is 14,208 tons with a 50 percent tariff rate. Earlier this year, AFMC purchased 8,000 tons in response to the sharp increase in domestic prices. This included a 4,000 ton direct emergency purchase in January through AFMC's subsidiary office in the United States and a 4,000 ton purchased through a public tender held in February. AFMC is expected to hold tenders for the remaining 6,208 tons later this year.

Apart from the AFMC's purchase, private importers purchased 4,000 tons of onions during March at a tariff rate of 147 percent. Importers say that, despite the high tariff, imported onions can be price competitive during March to May. This is the period when domestic stocks run low, but demand increases due to frequent seasonal or holiday events.

Korean imports of fresh onions from January to April 1997 totaled 12,000 tons, of which the United States supplied 11,200 tons. The balance was supplied by Spain, China and New Zealand. In calendar year 1996, Korea imported more than 41,000 tons of onions due to a shortfall in production. The United States accounted for 60 percent of the total, followed by Taiwan and New Zealand with 13 and 11 percent, respectively. Other, but smaller suppliers included Spain, Australia and China. According to market sources, U.S. onions are preferred by the hotel and restaurant trade, because of their large and uniform size, less acrid taste, and longer storage life.

Note: Exchange rate as of April 1997; U.S. $1 = 890 Korean Won (W).

Taiwan announces 1997 potato import quota

Taiwan's Central Trust of China (CTC) has announced bidding for its 5,000 metric ton 1997 quota for imports of U.S. fresh potatoes, according to the Agricultural Section Chief in Taipei. In the first auction of the season, Taiwanese authorities will open bids for 2,000 tons of potatoes on May 29. U.S. exporters must load potatoes from Alaska, California, Idaho, Oregon, and Washington before November 30. CTC has also improved and streamlined the bidding procedures for these sales.

Mail bidding is now acceptable. No minimum bidding quantity exists, but CTC specified a maximum of 330 tons per transaction. Therefore, bidding can range from 1 ton to 330 tons. The earlier requirement of at least 3 bidders per auction has been removed. CTC has announced a floor price of 100 New Taiwan Dollars ($28 U.S.) per ton. Nineteen ninety-seven marks the third year of Taiwan's auction and import quota system. The 1995 and 1996 tenders resulted in purchases of 40 metric tons of U.S. potatoes each calendar year.

Summary of requirements for exporting cut flowers, foliage, fresh herbs, nursery stock, plant and other plant materials to Canada

Canada's Plant Protection Act governs regulations for cut flower and foliage imports. There are no restrictions on cut flowers and cut foliage

exported from the United States to Canada. A phytosanitary certificate is not required, but the items must be free of soil and are subject to inspection by federal plant health authorities. If plant pests are found, Agriculture and Agri-Food Canada has the power to refuse the shipment, destroy it, or recommend that it be treated at the importer's expense.

Exports of fresh herbs from the United States to Canada fall under regular produce licensing regulations. Also, herbs may require chemical residue testing and a phytosanitary certificate. For further information concerning this product, please provide the following office and contact with a product listing including the name of the county and state in which they are grown: *Marcel Dawson, Import Permits, Plant Protection Division, Agriculture and Agri-Food Canada, 59 Camelot Drive, Ottawa, Ontario Canada K1A 0Y9, telephone (613) 952-8000, fax (613) 941-5671.*

There are no quantitative restrictions on U.S. plants exported to Canada, although the Canadian importer may need to obtain a permit to import. The Plant Protection Division of Agriculture and Agri-Food Canada issues this permit which allows importation of nursery stock, other plants, and plant material. However, it is the responsibility of the importer to obtain the permit before the shipment arrives in Canada. Most permits are valid for one year and can cover unlimited quantities of unrestricted material. Contact the above address for additional details.

Agriculture and Agri-Food Canada requires that a USDA phytosanitary certificate accompany shipments of most nursery stock, other plants, and plant material. This official document certifies that the plants or plant products have been inspected according to USDA procedures and are considered to conform with Canada's plant health regulations for imports.

U.S. plant exporters to Canada should contact the nearest regional office of the plant Protection and Quarantine Division of USDA's Animal and Plant Health Inspection Service before exporting to Canada, should a question arise. Also, the exporter should be certain that the Canadian importer has found out from the Canadian plant health inspection authorities whether an import permit will be required.

Flowers Canada, the Canadian trade association for the flower industry, specifies that it is necessary for the buyer and seller to develop a good working relationship and close communication to ensure that product arrivals are expeditious and any quality discrepancies are amicably resolved. Normally, the seller, in addition to having insurance on the shipment, would fax the relevant documents to the buyer and U.S. Customs Broker as soon as the product is shipped. The buyer then notifies his/her Canadian Customs Broker who arranges to pick up the product immediately upon arrival by air/other for delivery to the wholesaler/auction. Canada customs does a spot check on shipment of flowers for infestation (which is referred to Agriculture and Agri-Food Canada or smuggled goods.

Chile Opens Market to U.S. Onions

Chile's plant quarantine agency (SAG) issued a protocol on April 29 to allow the importation of onions from the United States, according to the U.S. Agricultural Attache in Santiago. Furthermore, an import permit has been issued for a U.S. shipment that could take place as early as June 1997. Trade sources report that Chilean onion supplies are currently tight, due in part to unusually high exports to Brazil. In 1996, U.S. onion exports to all other destinations totaled 264,000 tons valued at $88 million, down 12 percent in volume and 15 percent in value from 1995.

WORLD TRADE SITUATION AND POLICY UPDATES

California horticultural products gain access to Chile and China's markets

On May 14, 1997, Secretary of Agriculture Dan Glickman announced the opening of export markets to Chile and China for California horticultural products. The opening of these two export markets offer opportunities to the U.S. horticultural sector.

California producers can begin exporting kiwis, grapes, grapefruits, lemons and oranges to Chile. Chile's Ministry of Agriculture has agreed to allow the importation of the aforementioned U.S.

horticultural products, provided USDA's Animal and Plant Health Inspection Service can certify the products are free of pests such as the Mediterranean fruit fly and diseases such as citrus canker. Industry sources estimate the opening of the Chilean market is worth $10 million.

Beginning with this year's crop, California grape producers in Fresno, Kern, Tulare, and Madera counties will be able to ship grapes to China for the first time. Exports of California grapes to China were previously prohibited because of phytosanitary concerns, such as the Mediterranean fruit fly. California growers will be implementing a program of traps in vineyards to monitor for any fruit fly problems. Under a phytosanitary agreement signed in Beijing on May 12, California table grapes will have official access to China's market following an upcoming visit by Chinese authorities. Chinese inspectors are tentatively scheduled to visit California in mid-June to inspect the trap program. Table grapes from other counties, notably Kings and Riverside, could be added to the agreement in the near future.

The California grape harvest begins in May, and exports to China are expected to begin shortly thereafter. Although phytosanitary issues have been resolved, California grapes will face a high duty -- 55 percent, plus 13 percent VAT. Despite the high tariff, industry estimates that exports to China could reach $50 million within 3 years.

Brazil's 1997 orange crop forecast at a record

The USDA forecast for Sao Paulo's 1997/98 orange crop is a record 400 million boxes, 9 percent above the previous year's output. Industry and producer production forecasts range between 380 and 405 million boxes. Although some producers have reduced grove care because of financial difficulties, higher yields are expected due to a good bloom last September/October as well as trees planted in the late 1980s and early 1990s reaching the higher yielding age group. Sao Paulo's oranges for processing in 1997/98 are forecast to increase to a record 295 million boxes, 10 percent above the 1996/97 estimate, based on the expected larger harvest. Trade source orange processing forecasts range between 280 and 295 million boxes. Some sources indicate the size of the 1997/98 Florida orange crop (USDA releases its first forecast in October) and the condition of the September bloom for the 1998/99 Sao Paulo orange crop will have an impact on how many oranges will actually be processed in 1997/98. According to industry sources, the processing season will be shorter in 1997/98 because of the big bloom in September/October.

Brazil's orange juice production in 1997/98 is forecast at a record 1.22 million tons, based on the expected large orange crop. Juice yields are forecast to approximate last year's level.

Brazil's orange juice exports in marketing year 1997/98 (July-June) are forecast at 1.16 million tons, 2 percent above the revised 1996/97 forecast. Sources expect higher exports to the European Union to offset reduced exports to the United States. The 1996/97 Brazilian FCOJ export forecast was increased from 1.06 to 1.14 million tons based on higher exports to date than earlier expected. The 1996/97 ending stock forecast was reduced based on the likely higher exports. 1997/98 ending stocks are forecast to increase based on the expected large production. See FCOJ supply/demand table on next page. More detail, based on recent USDA travel to Brazil, will be included in the July circular.

BRAZIL: SUPPLY AND DISTRIBUTION OF ORANGES AND FCOJ 1/

	1994	1995	1996	1997 F
Oranges, Sao Paulo	Million Boxes 2/			
Production 3/	311	357	366	400
Fresh Consumption	62	92	95	103
Fresh Exports	3	2	2	2
Processed	246	263	269	295
FCOJ, Brazil	1,000 Metric Tons, 65 Degrees Brix 4/			
Beginning Stocks 5/	105	155	172	152
Production				
Sao Paulo	1,110	1,062	1,110	1,220
Other States	16	23	30	30
Total	1,126	1,085	1,140	1,250
Exports 6/				
Sao Paulo	1,038	1,027	1,110	1,130
Other States	16	23	30	30
Total	1,054	1,050	1,140	1,160
Consumption	22	18	20	20
Ending Stocks	155	172	152	222
FCOJ Yields (kg/box)	4.51	4.04	4.11	4.14

1/ Harvesting and processing usually begin in late April or early May. Marketing season for FCOJ begins on July 1 of year indicated.

2/ 40.8 kilograms or 90 pounds.

3/ Includes oranges produced in Sao Paulo's commercial citrus zone, plus tangerines used for processing.

4/ One metric ton at 65 degrees Brix equals 344.8 gallons at 42 degrees Brix, or 1,405.88 gallons at single strength equivalent.

5/ Sao Paulo stocks.

6/ Includes tangerine juice.

Raisin Situation and Outlook In Selected Countries

Selected country raisin and sultana exports are forecast to fall 13 percent in 1996/97. Sharp decreases in exports from Turkey, Chile and Mexico will likely more than offset higher shipments from South Africa and the United States. Chile's raisin exports are forecast to decrease by 39 percent, based on a significantly smaller raisin pack. Although still 23 percent below the previous year's export volume, Turkey's 1996/97 raisin export forecast has been revised upward. Mexican raisin exports are forecast to drop 54 percent to only 6,000, tons also based on a smaller raisin pack. U.S. exports, however, are forecast to increase 3 percent in 1996/97 based on higher than expected shipments to date. Japan and the United Kingdom are the top two U.S. markets. U.S. ending stocks for 1996/97 are forecast to be drawn down by more than 50 percent based on the smaller domestic raisin production combined with strong export and domestic demand.

Summary

The 1996/97 raisin/sultana pack in the major commercial producing countries of the Southern Hemisphere (harvest in early 1997) is estimated at 85,000 tons, down 28 percent from last year. Significant decreases in Australia and Chile have lowered the hemisphere's overall output. Southern Hemisphere 1996/97 raisin exports are forecast to decrease 11 percent to 67,000 tons. Chile is expected to account for all of the decrease in the Southern Hemisphere's exports.

The 1996/97 raisin/sultana pack estimate in the Northern Hemisphere was revised upward slightly to 474,144 tons, 6 percent below last season. An upward revision in the Turkish pack offset a reduction in the U.S. production estimate. The 1996/97 Northern Hemisphere export forecast was increased by 5 percent based on higher than expected exports to date from Turkey and the United States.

Southern Hemisphere Countries

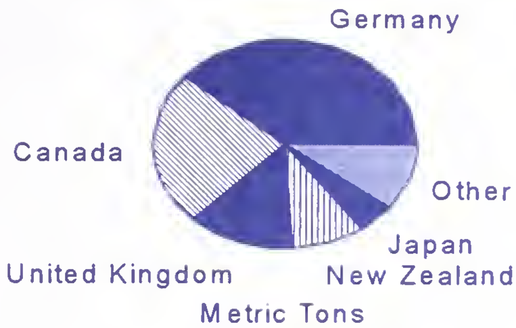
Australia

The 1996/97 sultana crop is forecast at 35,000 tons, 40 percent below the previous season's level. Yields were adversely affected by frosts last September. In addition, rains followed by warm weather caused disease problems which reduced crop quality. As a result 26 percent dark 4 and 5 crown fruit was produced in 1996 compared with 2 percent in the previous year.

Exports to be steady in 1996/97

Australian exports of raisins/sultanas in 1996/97 are forecast at 24,000 tons about the same as the previous year's level. The major markets for Australian raisin/sultana exports include: Germany, New Zealand, Canada, the United Kingdom, and Japan.

Australian Raisin Exports - 1995
by Destination



Source: U.S. Agricultural Attache Report

In 1996/97 imports are forecast to rise 4 percent to approximately 10,000 tons. Australia normally imports lower-priced product from Turkey and Iran which supply 65 and 23 percent of total imports, respectively. Chile and Greece each supply about 5 percent of all imports.

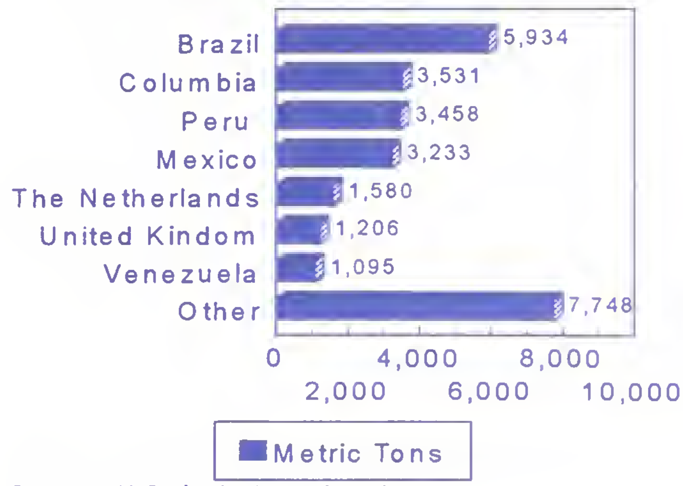
The Australian Dried Fruit Board (ADFB) had increased its overseas promotional efforts in recent years especially during the large harvests of 1991 and 1992. However, advertising expenditures were down in the following years, but did increase in 1995/96 by 12 percent due to a larger crop and export supplies. Activities were carried out in the United Kingdom, Germany, and New Zealand. Overseas promotions have taken the form of an Australian export logo quality seal, and in-store advertising, (including the provision of display materials by the ADFB), advertisements in major magazines and participation in trade shows. The ADFB also brings overseas buyers to Australia to meet with sales agents and to visit the major production areas.

Tariff rates for dried grapes have fallen from 23 percent (18 percent for less developed countries) in 1988 to 5 percent at present. The tariff rate is free for Less Developed Countries (LDC's) as of July 1, 1996.

Chile

Raisin production in 1996/97 is forecast to decrease 37 percent to 20,000 tons, because of a reduction in the availability of table grapes for dried fruit production. Table grape production is forecast to be slightly lower due to drought. In addition, there has been increasing competition for table grapes from the grape juice concentrate industry. Recently, increased demand for grape juice concentrate has stepped up competition for table grape export rejects. Also, demand has come from non-varietal wine producers and has driven up the prices of grapes for drying. This is despite the fact that export prices for raisins have risen due to shortages of product in the international market. Prices paid for unprocessed raisins have increased from 220 to 290-490 pesos per kilogram in the last year.

Chilean Raisin Exports - 1996



Source: U.S. Agricultural Attache

Exports to fall sharply in 1996/97

Based on lower production, exports of Chilean raisins are forecast to decrease by 39 percent to 18,000 tons in 1996/97. Currently, over 90 percent of Chile's raisin production is exported. Chilean exporters have continued the policy of maintaining stock levels as close to zero as possible.

Latin America accounts for about 65 percent of Chile's exports. Brazil has accounted for as much as 20 percent of Chile's total exports. Peru, Colombia, Mexico, and the United States are Chile's other important markets in the Americas. European Union markets including the Netherlands and the United Kingdom are also

becoming important markets for Chile because of the increasing quality of the product. Prices received for exported raisins are normally much higher than domestic sales. As a result, the domestic market usually receives raisins rejected for export.

Most of the domestic raisins are used in the baking and industrial sectors in cakes, cookies, ice cream, etc. Only small amounts of raisins are consumed as a snack food. In 1996/97, however, consumption is forecast to fall by more than 12 percent due to the reduced output.

The dried fruit industry receives no price supports or other direct government assistance. However, the Government established an Export Promotion Fund to address the difficult economic situation of many Chilean farmers. The fund, which began operation in January 1995, is managed by the Chilean Government export promotion agency, ProChile. The initial funding level was $10 million.

An 11 percent import tariff is charged on raisins. In addition, an 18 percent value added tax is charged on all consumer items, both domestic and imported.

South Africa

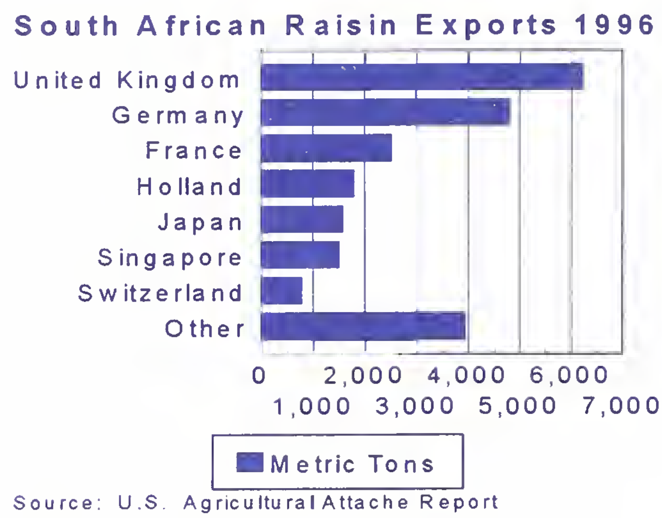
The 1996/97 raisin/sultana pack is forecast at 30,000 tons, up 5 percent from the previous year, but well below the 1994/95 record output. Inclement weather, including hail, frost, and wind damage during the growing season, and late-season rains, adversely affected production. The quality of the crop is deemed fair.

South Africa has about 15,547 hectares planted to grapes for drying, an increase of nearly 4 percent from the previous season. There are 13,000 hectares along the Orange River, where 97 percent of the crop is grown, and another 2,000 hectares further south along the Elephants River. About 70 percent of the sultana grape crop is dried. The remainder goes either to the fresh market, which is expanding, or to wineries, especially when the weather is not suitable for drying.

Development plans along the Orange River will extend the irrigation area available for raisin/sultana production over the next ten years. The Orange River region is an excellent producing area due to the desert climate. Fresh sultana grapes from this area mature early. After the grapes for the Christmas season are sold, the remainder is dried.

South African exports to the EU are profitable and aided by minimum import price system

Exports of South African raisin/sultanas are forecast to rise by nearly 14 percent in 1996/97 to 25,000 tons. Supply should be adequate given reasonably high beginning stocks and increasing production. South Africa's primary export markets are the United Kingdom, Germany, France, Japan and the Netherlands.



Currency rates are continuing to have a positive effect on exports. In Europe, South Africa is encouraged to sell sultanas at a Minimum Import Price (MIP) which is profitable because of the current value of the rand against the European currencies. The value of the rand against the dollar also plays an important role. The weaker Rand has aided exports despite losing the General Export Incentive Scheme (GEIS) benefits.

Northern Hemisphere Countries

Turkey

The 1996/97 sultana pack is estimated at 175,000 tons, 8 percent lower than the 1995/96 estimate, but higher than previously expected. Sultana production in 1996/97 was adversely affected by fall rains. Crop quality was also lower due to the unfavorable weather. Ending stocks for 1996/97 have been reduced due to expected higher domestic consumption (industrial) and exports.

The Turkish raisin export estimate for 1996/97 has been revised upwards from 125,000 to 135,000 tons, based on higher than expected production and more favorable export opportunities. The ongoing depreciation of the Turkish lira against major foreign currencies continues to encourage exports. The current exchange rate is TL 131,000 to USD $1.00. The recent price for # 9 quality raisins was TL 126,000.

Primary Turkish export market include: the United Kingdom, Germany, the Netherlands, Italy and Canada. In addition, Turkey is still approaching Japan as a favorable market by attempting to sell high quality raisins that have traditionally gone to other markets. The Minimum Import Price (MIP) imposed by the EU continues to affect imports from Turkey, but the MIP is expected to be reduced by 5 percent in marketing year 1996/97 and may cease to have any effect after 2000.

There are no direct subsidies for raisin exports. On January 1, 1996, Turkey began to apply a 30 percent import duty and a 10 percent surcharge. The duty has since been increased to 55 percent for raisins of all origins. Turkey imported 333 tons, one third of which came from the United States in 1995.

Domestic consumption in 1996/97 is forecast to rise 150 percent to 50,000 tons or 10,000 tons higher than previously forecast. This significant rise in consumption is a result of a 40,000 ton raisin purchase by TARIS at an equivalent price of USD $1.00 per kilogram. Approximately 12,000 tons of this total (which were low quality) were sold to TEKEL, the state owned enterprise, for distillation. In addition, TEKEL purchased another 20,000 tons from traders after foregoing purchases in 1995/96 to maintain supplies for the good export market.

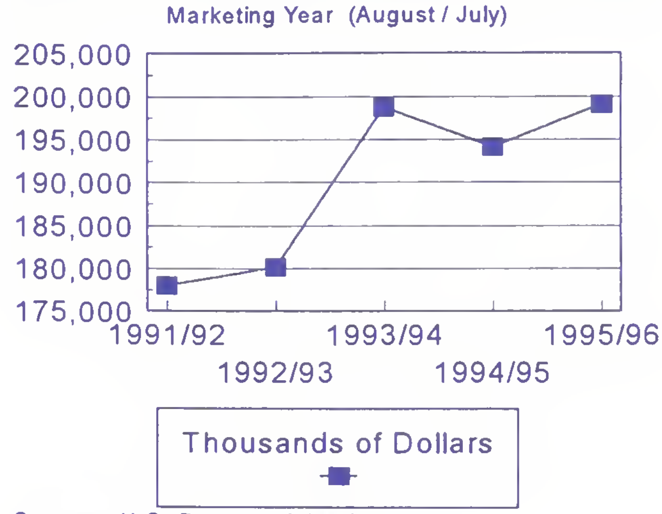
United States

The latest NASS estimate for U.S. raisin production in 1996/97 is 256,144 tons, a decrease of 2 percent.

U.S. raisin exports to increase this year and Japan may become largest U.S. market in 1996/97

U.S. raisin exports in 1996/97 are forecast to increase 3 percent to 122,000 tons. Continued favorable export opportunities and reasonably high beginning stocks may contribute to the increase. Ending stocks are forecast to be well below previous levels, around 60,500 tons. U.S. exports to date (August to March) totaled 86,660 tons, 5 percent above the last year during the same time period, and were valued at over $148 million dollars.

Value of U.S. Raisin Exports 1991/92-1995/96
Marketing Year (August / July)



Source: U.S. Bureau of the Census

Thus far in 1996/97, Japan has overtaken the United Kingdom (UK) as the California industry's largest export market to date. Exports to Japan rose 2 percent in the 1995/96 marketing year to 25,038 tons, and for the August 1996 - March 1997 period, exports have already hit 19,992 tons, up 19 percent over the same period last year, and valued at $33 million. In value terms, total exports to Japan reached $39.4 million in 1995/96, up 11 percent from last year. The RAC is using a three prong promotional targeting the institutional buyer, the industrial buyer and the consumer. These activities have been key in maintaining an 88 percent market share, despite fierce competition from Turkey and Australia.

The United Kingdom was California's largest export market in 1995/96, purchasing 27,630 tons valued at $44.6 million, 6 percent ahead of last year's pace in value, but about even in volume. Exports to date (August 1996 to March 1997) to the UK have totaled 18,439 tons valued at $31 million, the same volume level but a 6 percent higher value than in the same period last year. While tonnage did not expand as fast as value, California did increase its volume market share by 3 percent. The lack of growth in volume can be attributed to a decrease in the number of households that bake, and the difficulty in displacing Greek and Turkish sultanas in the industrial market. The Raisin Administrative Committee (RAC) is aiming consumer education efforts at both consumers and the retail sector to help expand volume sales. The industry has also started an educational program in the schools to teach about the role of raisins in a healthy diet.

Exports to Germany in 1995/96, reached 9,210 tons valued at $14.1 million, up 12 percent in volume and 17 percent in value from the previous marketing year. However, exports to date (August 1996 to February 1997) have totaled only 4,515 tons valued at $6.9 million, off 28 percent in volume and in value from the same period last year. Increased competition with Turkey is reducing U.S. sales. Turkey continues to increase market share in Germany, especially in the bulk raisin market. Turkey enjoys the advantage of duty free access to the EU market and has improved its cultural practices, resulting in a high quality sultana at a lower cost. In the packaged raisin market, home baking is declining, leading to a decrease in sales. Export promotions in Germany are now limited to advertorials in support of branded raisin activities.

Raisins have been used mostly during holiday seasons, which challenges the industry when trying to expand the market. However, industry consumer education efforts aimed at both consumers and the retail sector have helped to increase sales outside the holiday periods.

Imports to decrease from all major suppliers this year

U.S. imports in 1996/97 are expected to decrease 17 percent to 10,000 tons. This expected decrease in imports is based on tighter world supplies especially from Chile and Mexico, the largest suppliers to the United States. Imports from Turkey have also declined dramatically this year. Imports to date have totaled 7,525 tons, (August 1996 to March 1997), down 19 percent from the previous year's level.

U.S. consumption of raisins has been relatively stable during the past few years. However industry sources suggest that the use of raisins has been increasing in the institutional and industrial sectors. These sectors are responding to the needs of the changing American diet. Consumers desire healthier, and more convenient prepared or semi-prepared foods. For example, more raisins are used in breakfast cereals, salad bars, and bakery products.

(For further information on production, supply, distribution, and trade, contact Stephanie Riddick at 202-720-9792. For information on marketing opportunities contact Steve Shnitzler 202-720-8495.)

RAISINS: PRODUCTION, SUPPLY, AND DISTRIBUTION
(Metric Tons)
Marketing Years 1993/94 - 1996/97

Country/ Marketing Year 1/	Beginning Stocks	Production	Imports	Exports	Domestic 2/ Consumption	Ending Stocks
NORTHERN HEMISPHERE						
Greece						
1993/94	7,680	37,000	650	35,000	7,200	3,130
1994/95	3,130	28,000	2,000	26,500	4,500	2,130
1995/96	2,130	30,000	800	28,000	3,000	1,930
1996/97 F	1,930	30,000	500	28,000	3,000	1,430
Turkey						
1993/94	13,008	200,000	151	154,689	25,000	33,470
1994/95	33,470	176,000	36	168,642	20,000	20,864
1995/96	20,864	190,000	400	175,000	20,000	16,264
1996/97 F	16,264	175,000	0	135,000	50,000	6,264
Mexico						
1993/94	0	10,000	6,000	4,500	11,500	0
1994/95	0	23,000	1,500	9,000	13,500	2,000
1995/96	2,000	20,000	2,000	13,000	11,000	0
1996/97 F	0	13,000	4,000	6,000	11,000	0
United States 3/						
1993/94	152,039	328,310	6,955	125,105	218,580	143,619
1994/95	143,619	361,397	10,148	120,871	212,449	181,844
1995/96	181,844	262,272	12,107	118,624	212,473	125,126
1996/97 F	125,126	256,144	10,000	122,000	208,713	60,557
Total Northern Hemisphere						
1993/94	172,727	575,310	13,756	319,294	262,280	180,219
1994/95	180,219	588,397	13,684	325,013	250,449	206,838
1995/96	206,838	502,272	15,307	334,624	246,473	143,320
1996/97 F	143,320	474,144	14,500	291,000	272,713	68,251
SOUTHERN HEMISPHERE						
Australia						
1993/94	6,564	44,783	6,670	16,515	35,733	5,769
1994/95	5,769	32,600	8,210	12,640	31,500	2,439
1995/96	2,439	58,200	9,618	23,398	32,000	14,859
1996/97 F	14,859	35,000	10,000	24,000	32,500	3,359
Chile						
1993/94	174	34,950	0	31,845	3,100	179
1994/95	179	35,150	0	28,877	3,250	3,202
1995/96	3,202	31,500	0	29,682	3,200	1,820
1996/97 F	1,820	20,000	0	18,000	2,800	1,020
South Africa						
1993/94	6,485	31,742	0	20,149	10,346	7,732
1994/95	7,732	38,540	0	19,795	11,113	15,364
1995/96	15,364	28,605	0	22,000	10,500	9,864
1996/97 F	11,469	30,000	0	25,000	10,500	5,969
Total Southern Hemisphere						
1993/94	13,223	111,475	6,670	68,509	49,179	13,680
1994/95	13,680	106,290	8,210	61,312	45,863	21,005
1995/96	21,005	118,305	9,618	75,080	45,700	26,543
1996/97 F	28,148	85,000	10,000	67,000	45,800	10,348
Grand Total						
1993/94	185,950	686,785	20,426	387,803	311,459	193,899
1994/95	193,899	694,687	21,894	386,325	296,312	227,843
1995/96	227,843	620,577	24,925	409,704	292,173	169,863
1996/97 F	171,468	559,144	24,500	358,000	318,513	78,599

1/ 1996/97 figures are forecast. Northern Hemisphere marketing years begin in August, except September in Turkey. Marketing years for Southern Hemisphere raisins, (which are harvested early in the second of the split years shown) begin Jan. 1, except December 1 in South Africa and March 1 in Australia. 2/ Domestic consumption figures include raisins used for feed and distillation purposes. 3/ includes currants. U.S. production data have been converted to a packed weight basis in order to align them with the other supply and distribution statistics.
Sources: U.S. Agricultural Attaches. USDA/NASS estimates. U.S. Department of Commerce. Industry.

U.S. EXPORTS OF RAISINS
MARKETING YEARS (August/July) 1992/93-1996/97
METRIC TONS

Destination	1992/93	1993/94	1994/95	1995/96	1996/97 1/
North America					
Canada	10,832	11,595	10,946	10,447	7,713
Mexico	190	2,972	498	587	1,138
Subtotal	11,022	14,567	11,444	11,034	8,851
European Union					
Sweden	6,409	4,902	5,188	4,317	3,595
Finland	3,579	2,547	3,345	2,078	1,725
Denmark	7,205	5,817	5,242	5,631	3,668
United Kingdom	25,585	26,123	27,824	27,630	18,439
Netherlands	4,629	3,490	3,562	3,273	2,304
France	173	271	210	438	231
Germany	13,256	12,132	8,184	9,210	4,515
Spain	954	455	715	420	455
Belgium-Lux.	3,961	2,923	2,862	2,778	1,664
Other	806	320	339	357	334
Subtotal	66,557	58,980	57,471	56,132	36,930
Asia					
Singapore	1,976	2,633	3,272	3,570	2,723
Malaysia	2,531	2,649	1,986	1,454	1,251
Korea, Republic of	3,318	3,193	3,702	2,142	1,775
Hong Kong	3,061	3,883	4,163	4,993	3,132
Taiwan	3,056	3,134	3,552	3,889	2,839
Japan	23,290	25,338	24,527	25,038	19,992
Other	743	551	643	852	922
Subtotal	37,975	41,381	41,845	41,938	32,634
Other Countries					
New Zealand	1,791	1,358	1,462	1,395	942
Norway	3,579	2,550	2,318	2,337	1,914
All Others	4,874	6,269	6,331	5,788	5,389
Grand Total	125,798	125,105	120,871	118,624	86,660

Source: U.S. Bureau of the Census
1/August 1996 to March 1997

U.S. IMPORTS OF RAISINS
MARKETING YEARS (August/July) 1992/93-1996/97
METRIC TONS

Destination	1992/93	1993/94	1994/95	1995/96	1996/97 1/
North America					
Canada	3	49	151	9	2
Mexico	3,662	3,413	5,543	8,370	5,061
Subtotal	3,665	3,462	5,694	8,379	5,063
European Union					
Sweden	0	1	0	0	0
Greece	1	20	0	0	0
Subtotal	1	21	0	0	0
Other Europe/ Middle East					
Switzerland	0	0	0	0	0
Turkey	1,526	2,151	1,863	1,727	216
Subtotal	1,526	2,151	1,863	1,727	216
Asia					
Afghanistan	0	137	1	112	133
Pakistan	0	20	41	32	53
China	0	0	20	0	0
India	0	0	0	2	0
Subtotal	0	157	62	146	186
South America					
Argentina	58	19	97	132	58
Chile	1,441	1,015	2,316	1,724	1,315
Subtotal	1,499	1,034	2,413	1,856	1,373
Africa					
South Africa	0	23	114	0	446
Oceania					
Australia	5	5	0	0	21
New Zealand	20	101	0	0	0
Subtotal	25	106	0	0	21
All Others					219
Grand Total	6,716	6,954	10,146	12,108	7,524

Source: U.S. Bureau of the Census

Strawberry Trade Situation in Selected Countries

Selected foreign country fresh strawberry exports in 1996/97 are forecast at 276,516 metric tons, 4 percent above the previous season's shipments but 7 percent below the 1994/95 record. Expanded shipments by Spain and Italy will likely more than offset lower exports from Mexico. U.S. fresh strawberry exports were up 4 percent in calendar year 1996 based on record sales to Canada. Selected foreign country frozen strawberry exports in 1996/97, on the other hand, are forecast to decrease 6 percent to 124,950 tons. All selected foreign countries are expected to reduce exports, except for Spain where production increased. The United States is the world's third largest exporter of frozen strawberries, after Poland and Mexico. U.S. frozen strawberry exports in 1996 were down 12 percent, based primarily on reduced sales to Japan.

Selected Country Strawberry Outlook

Fresh strawberry production in selected foreign countries in 1996/97 is forecast at 895,300 tons, slightly above the 1995/96 output. Production decreases in Japan and Mexico are expected to be offset by potentially larger crops in Canada, Chile, Italy, Poland, and Spain. The 1996/97 official estimate for the total U.S. strawberry crop will not be released by the National Agricultural Statistics Service until January 1998.

Frozen strawberry production in selected foreign countries in 1996/97 is forecast at 183,023 tons, about the same as the previous season's output. Increases in Poland and Spain are expected to offset a decrease in Mexican output.

Selected foreign country fresh strawberry exports in 1996/97 are forecast to increase to 276,516 tons, 4 percent above the previous year's volume. Spain and Italy are expected to account for the bulk of the increase in fresh exports. However, foreign frozen strawberry exports in 1996/97 are forecast to decrease to 124,950 tons, 6 percent below the previous year's volume. Mexico is expected to account for most of the decrease in exports due to a smaller strawberry harvest.

Canada - Fresh Strawberries

The 1996/97 strawberry crop (harvested March through August 1997) is forecast at 31,500 tons, up 9 percent from the weather-reduced 1995/96 harvest. The 1995/96 crop was adversely affected by winter-kill in Ontario, the largest-producing province, and record rainfall during the peak production period for early-season varieties. In Quebec, the 1995/96 season was shorter than normal and cool weather delayed crop maturity. Extensive replanting will be required in Ontario during the 1996/97 season because of unfavorable weather in 1995/96. Production is still forecast to grow slowly, but steadily over the next few years. Strawberries are cultivated throughout Canada, however, the provinces of Ontario, Quebec, and British Columbia account for nearly 85 percent of Canada's annual output.

The United States is the top supplier of fresh strawberries to Canada

Virtually all Canadian imports of fresh strawberries are from the United States. California strawberries captured 84 percent of Canada's import demand for fresh strawberries in 1996 and sales were valued at $74 million. The California Strawberry Advisory Board participates in the USDA's Market

Promotion Program to promote the export of fresh strawberries to selected markets, including Canada. Florida supplied about 13 percent of Canada's fresh strawberry imports through sales to Central and Eastern Canada. As a result of this trend, the import share of estimated fresh market consumption has remained high. In 1985 the import share was 46 percent of consumption; in 1996 it rose to 58 percent.

At present, Chile is a minor exporter of fresh strawberries to Canada. However, under the Canada/Chile Free Trade Agreement, which is expected to come into force in mid-1997 (pending passage of implementation legislation in Canada's Parliament), Canada will provide Chile a duty-free tariff rate quota of 100 metric tons. Over-quota imports from Chile will be assessed the MFN rate which will be phased to zero in 6 years.

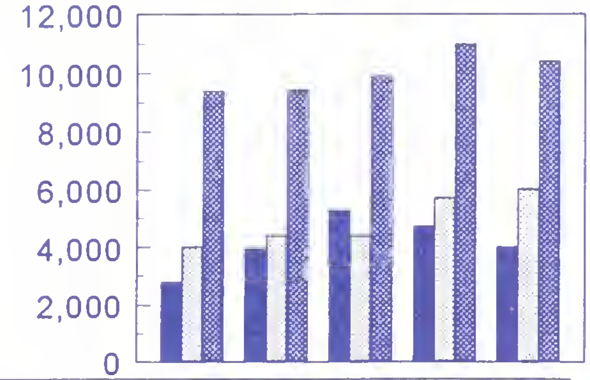
Canada - Frozen Strawberries

Production of strawberries for processing in 1996/97 is forecast at 9,000 tons, 6 percent above 1995/96, reflecting increased fresh supplies. Canada's small freezing operations are expected to face increasing competition from imported frozen strawberries from Mexico and the United States given the declining tariff rates under the North American Free Trade Agreement and the World Trade Organization. In 1998, Canada's freezing operations will have access to tariff-free supplies of fresh strawberries for processing for both United States and Mexican markets.

Mexico is top supplier of frozen strawberries to Canada

For the second year in a row, Mexico was the number one supplier of frozen strawberries to Canada in calendar year 1996. Imports from the United States slipped 15 percent reflecting in part, loss of import share to lower priced Mexican product and overall reduced Canadian demand for frozen strawberries. It is estimated that most Canadian imports of Mexican frozen strawberries are destined for the processing market which are assessed a lower Canadian duty than frozen strawberry imports for retail. All Canadian tariffs on U.S. frozen strawberries will be reduced to zero under the FTA/NAFTA on January 1, 1998. The NAFTA agreement did not extend Canadian tariff reductions to Mexico for frozen strawberries. However, Mexico is extended general tariff reductions under the WTO agreement. As a result, Canada's MFN tariff will remain on Mexican frozen strawberries after the tariff on U.S. frozen strawberries falls to zero in 1998.

Canadian Frozen Strawberry Imports 1992-96



	1992	1993	1994	1995	1996
United States	2,778	3,922	5,249	4,728	4,002
Mexico	4,016	4,380	4,399	5,722	6,034
Total	9,385	9,407	9,896	10,990	10,409

Source: U.S. Agricultural Attache Report

Mexico - Fresh Strawberries

Strawberry production is forecast to decrease 15 percent in 1996/97 (harvested November 1996 through June 1997), to 85,000 tons, because of unfavorable weather. The first two flowerings were damaged by heavy rains in October 1996 and frosts in January 1997. The area planted to strawberries decreased 10 percent in 1996/97 and is projected to decrease further because of insufficient credit and high production costs. Production costs are up substantially this season due to inflation and higher prices for imported inputs. Prices for fertilizers, herbicides, and fungicides increased nearly 30 percent between 1995 and 1996. Another large expense for growers is the purchase of strawberry plants, which are imported from the United States. In addition, all Mexican strawberry areas are irrigated.

Over 90 percent of Mexico's strawberries are grown in Michoacan, Guanajuato, and Baja California. Scattered plantings also can be found in Jalisco, Aguascalientes, Morelos, Sinaloa, Veracruz, and Zacatecas. The harvest season for Michoacan and Guanajuato is November through June, with peak harvesting occurring from February through April. The harvest season for Baja California is January to June, with the bulk of the crop taken off in March and April.

Fresh strawberry exports forecast to decrease

Mexico's fresh strawberry exports in 1996/97 are forecast to decrease about 14 percent to 25,000 tons based on the expected smaller strawberry crop. The major market for Mexican fresh strawberry exports is the United States, with smaller amounts being shipped by air to Europe.

Mexico imports most of its strawberries from the United States from July through November. However, due to the effects of the economic downturn in Mexico, strawberry imports from the United States have been decreasing.

Under the NAFTA, fresh strawberry imports (08.10.10.01) from the United States are no longer subject to tariffs. Imports to Mexico from non-NAFTA countries are charged a 20 percent import tax. Mexican strawberry exports to the United States are also not subject to a duty.

Mexico - Processed Strawberries

The amount of strawberries forecast to be processed in 1996/97 is 30,000 tons, 19 percent below the previous forecast due to the expected smaller fresh strawberry harvest. There are 25 strawberry processing plants in Mexico, eight of which are currently closed, with the rest working at lower capacity or processing other fruits because of inadequate supplies and insufficient financing. A majority of plants are equipped to make all types of processed strawberries including: frozen with sugar, frozen without sugar, whole and sliced, and individual quick frozen (IQF). Most of the processed strawberries are packed either whole or sliced with sugar. However, reportedly as of now the IQF strawberry is in demand.

In Michoacan, the largest producing state, the farmgate price for strawberries destined for processing is about US$0.45 per kilogram, compared to US$0.54 per kilogram for the domestic fresh market and US$1.05 per kilogram for export-quality strawberries.

Exports expected to decrease in 1996/97

Exports of frozen strawberries in 1996/97 are forecast to decrease 18 percent to 21,000 tons, due to reduced production and more attractive fresh market prices. The United States is the major destination for Mexican frozen strawberry exports, accounting for 80 percent of the total market. In 1996 small amounts of frozen strawberries were exported to France, Brazil and Australia. Mexico imports only small amounts of frozen strawberries, all of which are from the United States.

Under the NAFTA, Mexico and the United States will reduce the import duty on frozen strawberries (08.11.10.01) to zero in equal installments over 10 years. In 1997, the duty is 8.4 percent for both the United States and Mexico. Imports from non-NAFTA countries into Mexico are charged a 20 percent import tax.

Poland - Fresh Strawberries

Production and exports expected to rebound in 1996/97

Strawberry production in 1996/97 (primary harvest is May through July 1997) is forecast to rebound to 190,000 tons, up 6 percent from 1995/96 when unfavorable weather and a 12 percent reduction in harvested area dropped production to 179,000 tons.

Strawberries are produced throughout Poland with the heaviest concentrations in the central and northern voivodships, which account for approximately 54 percent of Poland's total output. Senga Sengana remains the most popular variety, accounting for over 80 percent of plantings, and is most suitable for processing. The overall quality of

strawberries in Poland has declined over the past few years because of the continued recycling of farm-generated planting material and the mixing of the Senga Sengana processing variety with plantings of table varieties. Quality is projected to decrease further unless growers begin to use professionally prepared, high-quality planting material. Strawberries are the second most valuable fruit produced in Poland.

Exports of Polish fresh strawberries in 1996/97 are forecast at 21,000 tons, or the same as 1995/96 shipments. In 1995/96 exporters were able to meet export demand even though production was down. The European Union is the largest importer of Polish strawberries with most going to Germany. Other significant importers include Belgium, Austria, The Netherlands, and Switzerland.

Consumption expected to decrease in 1996/97

In 1996/97 fresh strawberry consumption is forecast to decrease to 29,000 tons as more product is expected to be processed. Domestic sales of fresh strawberries are done mainly by the farmers themselves. During the peak harvest season, Polish streets and markets are filled with farmers selling strawberries from the back of their trucks or temporary fruit stands. Open market and truck sales are very popular with consumers because of lower prices charged compared with prices at the regular fruit and vegetable stores. Consumers preserve a large percentage of their produce at home.

Poland - Frozen Strawberries

Smaller carry-in stocks contribute to likely decrease in exports in 1996/97

Approximately 80 percent of Poland's strawberry production is processed, mostly into frozen strawberries. Processing utilization in 1996/97 is forecast at 140,000 tons, up 17 percent from last year, because of increased production and lower consumption due to higher prices.

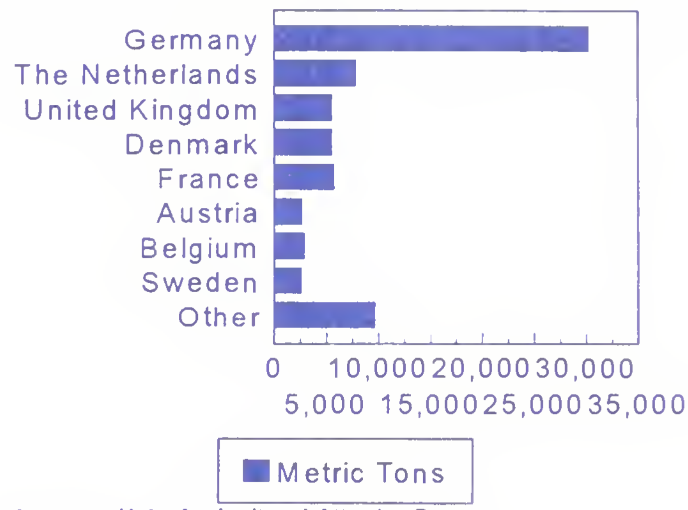
Exports of frozen strawberries are forecast to decrease by 6 percent in 1996/97 to 85,000 tons due to reduced supplies resulting from a smaller stock carry-in. Germany is the primary export market for processed strawberries. Other important markets include, The Netherlands, the United Kingdom, Denmark, and France. Poland imports only small amounts of frozen strawberries from neighboring EU countries.

Consumption of frozen strawberries in 1996/97 is expected to decrease by 17 percent due to the smaller supplies.

In recent years the Polish strawberry industry has been in a state of change as the national economy continues its market reforms. Specifically, producers have formed unofficial marketing associations in an effort to be more effective in contracting and trading with domestic and foreign purchasing companies.

The EU's minimum price (mip) system did not affect Polish strawberries in 1996. Currently, the system operates at different times of the year. However, there are proposals suggesting that the system operate all year. If this occurs, the system

Polish Frozen Strawberry Exports 1995



Source: U.S. Agricultural Attache Report

is not expected to affect Polish strawberries, as their prices are well above the mip level and increasing.

Japan - Fresh Strawberries

Strawberry production declining

Production of strawberries in 1996/97 (harvested

November 1996 through May 1997) is estimated at 210,000 tons, down 3 percent from last season. Planted and harvested area are off 2 percent in 1996/97, in line with the long-term contraction in Japan's agricultural sector. The labor intensive nature of strawberry production, combined with the aging Japanese farm population, are key factors driving this downward trend. Although strawberry farmers have been introducing new picking equipment to reduce heavy labor requirements as well as new varieties that yield better quality and output, Japanese production will likely continue to gradually decline.

Over 90 percent of Japanese strawberries are the Toyonoka or Nyoho varieties. The Toyonoka is grown mainly in the Kyushu region, while the Nyoho is the principal variety in the Kanto region. Other minor varieties include Eyeberry and Tochiotome. Approximately 93 percent of the crop is cultivated in hot houses, another 2 percent is grown under plastic tunnel covering, and the remaining 5 percent is open-air production.

Spring retail prices for grade A medium strawberries averaged between 390 and 490 yen per 300 gram package this season. In the winter, these prices averaged 600 to 800 yen. (The exchange rate is 125 yen to US $1.

Fresh strawberry imports to increase again in 1996/97

Japanese imports of fresh strawberries account for only about 3 percent of total domestic consumption. The United States is by far the largest foreign supplier of fresh strawberries to Japan, accounting for about 93 percent of total Japanese imports. Fresh strawberry imports are expected to increase by more than 11 percent in 1996/97 (October-September) due largely to the shortfall in domestic production and expanding market promotion for imports by both Japan's major national supermarkets and medium sized regional markets. There is a steady year-round demand for fresh strawberries and the United States can supply strawberries during Japan's off-season (July - September). However, despite the increase in imports, overall domestic consumption is forecast to fall by 3 percent in 1996/97, due to reduced supplies.

Japan uses fresh strawberries for national holiday celebrations

Fresh strawberries have been one of Japan's favorite fruits. Japan's younger age group (20's) selected fresh strawberries as the favorite fruit overall, according to a recent industry survey. Current consumption per capita is estimated at 1.1 kg. Fresh strawberries are mainly consumed at retail outlets, confectionary stores, commercial bakeries (especially in the form of cakes), hotels and restaurants, and are most heavily marketed in December through May to coincide with the peak domestic harvest time. Strawberries are heavily consumed during the Christmas and New Year's holiday season, and also on springtime family occasions such as Girl's Day (March 3), as well as during the Japanese school graduation and new school season (March-April).

The current import duty on fresh strawberries (HS: 0810.10.000) is 8.7 percent CIF.

Japan - Frozen Strawberries

Japan's frozen strawberry production is very small; or less than 3 percent of the nation's total frozen strawberry consumption. Frozen strawberries are generally imported on a just-in-time basis. The United States supplies more than 55 percent of Japan's total import needs. In 1995/96 U.S. exports were valued at over $30 million. Other suppliers include China, the second largest supplier, Korea, and Mexico. Japan's imports are expected to increase by 1 percent in 1996/97 to 29,000 tons. The continued decrease in domestic strawberry production contributed to the expected import increase.

California Strawberry Commission helps to promote new strawberry uses in Japan

In 1995/96 Japanese traders promoted U.S. fresh strawberries at the retail level with major supermarkets like Daiei and Ito Yokado. Following this lead, a significant number of Japan's medium-sized supermarkets are expected to start marketing U.S. fresh strawberries in regional chains around the country.

Japan's frozen strawberries are mainly consumed

in the food processing sector, primarily for the production of jam, but also in the bakery, confectionary, ice cream, yogurt, and frozen desert industries. The food service industry has explored and been successful with the use of frozen strawberries, especially, with the prompting of the California Strawberry Commission, in the preparation of alcoholic and other beverages.

Demand for frozen strawberries has been increasing, due to the product's versatility in cooking applications and the high quality of IQF processing. Recently, the California Strawberry Commission has been promoting frozen strawberries in the food service sector, (including hotels, restaurants, bars and snack bars), and particularly, in Japan's fast growing fast food chains and family restaurant chains.

The import duty on frozen strawberries with added sugar (HS: 08011.10.100) is 13.9 per cent and with out added sugar (HS: 0811.10.200) is 17.3 percent, CIF.

Japanese Imports of Frozen Strawberries (Metric Tons) 1996

United States	15,437
China	6,751
Korea	1,963
Mexico	1,240
Thailand	945
Chile	911
Poland	657
Other	285
Total	28,189

Spain - Fresh Strawberries

Strawberry output in 1996/97 (harvested mainly January through July 1997) is forecast at 233,000 tons, up 6 percent from the weather-reduced crop in 1995/96. Harvested area is estimated to return to a more traditional level of 6,900 hectares in 1996/97, down from 7,900 hectares in 1995/96.

In Spain, strawberries are not planted specifically for processing purposes. In 1996/97, approximately 20,000 tons of strawberries are forecast to be processed, up from 17,000 tons last season. About 80 percent of the strawberries delivered to processors are used for frozen production; the balance is used for pulp production.

Strawberry production in Spain is concentrated in Andalucia, which accounts for about 88 percent of the total area planted to strawberries. The balance is produced in Catalonia, Galicia, Valencia, and other regions. The primary varieties produced in Spain are Oso Grande, Tudla, Camarrosa and Chandler. Harvesting generally begins during the month of March and lasts until the end of April. Some later varieties are harvested during the months of May and June. Spain does not import strawberries, however, they do import root stock from the United States.

Spain is expected to expand exports in 1996/97

Spain is the world's largest fresh strawberry exporter. The bulk (95 percent) of Spain's strawberry exports go to traditional markets in the EU, mainly France,Germany and Italy. Fresh strawberries are also exported to Switzerland. Spanish strawberry exporters reportedly do not have plans to expand into markets other than traditional ones, mainly because of competition, high transportation costs and high product perishability.

Spanish fresh strawberry exports totaled 159,400 tons in 1995/96 (calendar year 1996), 8 percent below the previous year's level. This decrease is due to a smaller strawberry crop and domestic transportation strikes. Exports in 1996/97 (calendar year 1997) are forecast to rebound to 170,000 tons, 7 percent above the previous year's level due to the expected increased production. The Spanish fresh strawberry export season begins in January, reaching its peak during the months of February through April, when strawberries from other EU countries begin to be marketed.

Spain - Frozen Strawberries

Strawberries in Spain are not specifically planted for processing or freezing purposes. About 7 to 10 percent of the strawberries produced, are

delivered to processors. Frozen strawberries are generally marketed for industrial, confectionary, and baking uses.

Frozen strawberry exports in 1996/97 are expected to increase by about 16 percent to 15,000 tons based on the expected larger output. The bulk of Spanish frozen strawberry exports take place during the months of May and June, and the remainder are shipped until Fall. The destination of most of these exports are other EU countries. Spain competes with Poland for the EU frozen strawberry market. Spain imports frozen strawberries primarily from Morocco.

Spanish consumption of frozen strawberries is expected to be 8 percent above last year's level in 1996/97 or about 4,000 tons.

Italy

Strawberry production in 1996/97 (harvested from late-March through June 1997) is forecast at 130,000 tons, down slightly from the relatively small crop in 1995/96. Area planted declined 6 percent in 1996/97, with both open air-grown strawberries and strawberries cultivated under cover decreasing, while average yields increased. Excess rain during the fall and drought, particularly in central and northern Italy, during the first few months of 1997 contributed to the reduced output. Sunny weather favored covered cultivation in the south, increasing average yields. While Campania remains the leading producing region at nearly 40,000 tons, the Basilicata region in 1995/96 surpassed Emilia Romagna as the second largest producer, at 20,170 tons. In Emilia Romagna, open air strawberry cultivation continues to decline, due to declining profitability compared to other more competitive crops.

Italian exports to recover slightly in 1996/97

Italian fresh strawberry exports in 1995/96 (calendar year 1996) totaled 57,000 tons, 24 percent below the previous year's volume. Smaller production was the major reason for the reduced exports. Exports in 1996/97 (calendar year 1997) are expected to rise five percent to 60,000 tons. Spain continues to compete with Italy for the fresh European strawberry market. Germany imported over two thirds of Italian fresh strawberry exports, followed by Switzerland and Austria.

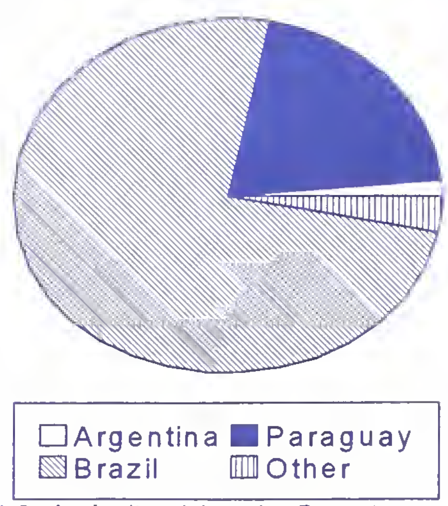
Domestic strawberries are mainly consumed fresh, with only about 15,000 tons being processed in 1995/96 and the same amount forecast for 1996/97. Fresh consumption, which is forecast to approximate last season's levels or 70,000 tons, is generally favored by the lack of alternative fresh fruits in the spring.

Italian imports of fresh strawberries in 1996/97 are forecast to rise 57 percent to 15,000 tons. Increased imports from Spain are likely as that country's production is expected to increase.

Chile

Strawberry production is forecast to increase 2 percent in 1996/97 (harvested October 1996 through May 1997), to 15,800 tons. Favorable weather and higher-than-normal temperatures during Chile's late-spring and early-summer months boosted yields. Harvested area is estimated to remain stable at 700 hectares because of a significant decline in export prices. Average export prices in 1996 were US$1,146 per ton f.o.b., down from US$2,795 per ton in 1995. As a result of the larger outturn, the volume of strawberries available for processing is estimated up 2 percent in 1996/97.

Chilean Fresh Strawberry Exports - 1996



Source: U.S. Agricultural Attache Report

Exports of Chilean fresh strawberries are small. Increased production as well as improved access to Latin markets resulting from the new Mercosur agreement could contribute to higher Chilean exports. Most of Chile's exports go to Brazil, Paraguay, and some EU countries.

Exports of frozen strawberries are forecast to decrease slightly in 1996/97 to about 2,500 tons. Competition, decreasing economic returns for processed strawberries, and higher stocks are expected to contribute to the decrease in exports. As a result, more frozen strawberries may be consumed domestically in 1996/97.

United States

Production continues to increase despite a reduction in overall growing area

Strawberry production rebounded 2 percent in 1995/96, to 738,180 tons, primarily because of increased area and production in California. However, California's 1996/97 crop (harvested February through December 1997) is forecast down 7 percent, to 574,065 tons, due to a 10-percent reduction in area, which was tempered somewhat by higher yields from plantings of new, more heat-resistant varieties. Florida's 1996/97 winter crop is estimated at 83,000 tons, up 17 percent from last season due to increases in both area and yield. An official USDA estimate for the 1996/97 U.S. strawberry crop will be released by the National Agricultural Statistics Service in January 1998.

Approximately 187,470 tons of strawberries were processed in 1995/96, off 9 percent from the previous year because of increased consumption of fresh strawberries, and large carryover stocks.

U.S. fresh strawberry exports up in 1996

U.S. fresh strawberry exports in 1995/96 (calendar year 1996) increased by 4 percent due to the larger harvest. U.S. fresh strawberry exports in 1996 totaled 52,631 tons. Shipments of fresh strawberries to the European Union rebounded in 1996 by 21 percent. Demand for fresh strawberries increased 8 percent in Canada as well. Fresh strawberry exports to Japan however, decreased by 6 percent, probably affected by a stronger U.S. dollar. Fresh shipments to Mexico also fell by 29 percent precipitated by lower consumer purchasing power and an unfavorable exchange rate.

U.S. frozen strawberry exports in 1996 totaled 21,261 tons, 12 percent below the 1995 volume. Exports to Japan and Canada decreased by 7 and 15 percent, respectively, as did shipments to most overseas markets. This was largely due to decreased processed production and greater domestic consumption of fresh and frozen strawberries. However, exports to Mexico quadrupled to 895 tons, probably due to the production shortfall in that country.

U.S. fresh strawberry imports increased by more than 14 percent in 1995/96. Most of the increase in imports came from Mexico aided by a stronger dollar. Small, but increasing amounts of fresh strawberries were imported from New Zealand, Canada, and Colombia. Frozen strawberry imports decreased by 20 percent and were shipped mostly by Mexico and smaller amounts from Guatemala.

The United States is the world's third largest exporter of frozen strawberries, preceded by Poland and Mexico, and the third largest exporter of fresh strawberries, preceded by Spain and Italy. The United States faces strong competition from a number of producing countries. The primary competitors in the European market are Spain, Italy, France, and Poland. Other competitors are countries in Africa and Central America, and Israel which supply European markets in the off-season.

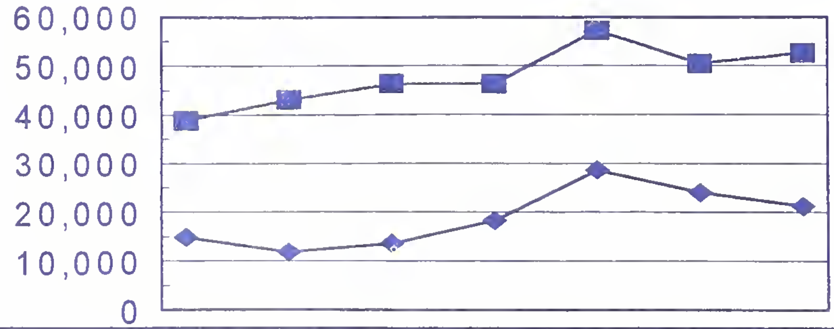
U. S. consumption of fresh and frozen strawberries continues to climb in the 1990's

Fresh use accounts for about 72 percent of total production with the rest processed. Most processed strawberries are frozen whole (individually quick frozen, IQF) or sliced, with less than 10 percent of recent U.S. strawberry crops used for juice or puree. Frozen strawberries are packaged for retail sales and sold in bulk as ingredients to makers for jam and jelly, syrup, juice drinks, ice cream, yogurt, as well as bakery and confectionary products.

U.S. Exports of Fresh and Frozen Strawberries

1990-1996

(Metric Tons)



	1990	1991	1992	1993	1994	1995	1996
Exports of Fresh Strawberries ■	38,887	43,189	46,386	46,293	57,335	50,518	52,631
Exports of Frozen Strawberries ◆	14,868	11,839	13,614	18,334	28,639	24,098	21,261

Source: U.S. Bureau of the Census

MAP funds instrumental in boosting U.S. exports

The California Strawberry Commission (CSC) has received Market Access Program (MAP) funds since 1990. These funds have been instrumental in expanding markets in Japan, Mexico, and Canada. For example, while frozen strawberries are traditionally sold to jam, ice cream, and yogurt manufacturers, the CSC has encouraged the use of U.S. frozen strawberries in restaurants, bars, coffee shops, and other food service sectors, with the introduction of new beverage and desert products. Overseas retail promotions for fresh strawberries focus on the availability of California strawberries during the off-season for Canadian, Japanese and Mexican strawberry production. Under the 1996 MAP, the CSC also added first-time retail promotions of fresh strawberries in the United Kingdom.

In 1996, export sales of California strawberries to Japan were negatively impacted by 1) an increase in export price, due to the appreciation of the dollar versus the yen, 2) news of the cyclospora problem in the U.S., ultimately traced to Guatemalan berries, and 3) incidents of disease near Osaka caused by E. coli bacterial contamination of domestically produced vegetables. Although the E.coli problems were eventually traced to unwashed radish sprouts produced in Japan, overall consumer demand for fresh fruit and vegetables declined, with prices of most fresh vegetables decreasing significantly. Japanese consumer confidence in the safety of imported food was also temporarily undermined. CSC promotional activities for fresh California strawberries under the 1996 and 1997 MAP programs include retail promotions and educational activities to reassure consumers of the healthfulness and quality of fresh U.S. strawberries.

(For further information on production, supply, distribution, and trade, Stephanie Riddick, 202-720-9792. For information on marketing opportunities, contact Gina Castenolvo, 202--720-0898.)

FRESH STRAWBERRIES: PRODUCTION, SUPPLY, AND DISTRIBUTION
MARKETING YEARS 1993/94-1996/97
METRIC TONS

Country	1994/95	1995/96	1996/97 F
Canada 1/			
Production	31,700	29,000	31,500
Imports	40,308	40,400	42,500
Exports	68	75	415
Processing	8,200	8,500	9,000
Consumption	63,740	60,825	64,585
Chile 2/			
Production	14,500	15,500	15,800
Imports	0	0	0
Exports	33	31	97
Processing	5,667	6,069	6,203
Consumption	8,800	9,400	9,500
Italy 1/			
Production	150,581	130,650	130,000
Imports	14,205	9,500	15,000
Exports	75,044	57,000	60,000
Processing	12,000	15,000	15,000
Consumption	77,742	68,150	70,000
Japan 2/			
Production	201,500	217,000	210,000
Imports	4,790	4,953	5,500
Exports	2	4	4
Processing	4,400	4,100	3,800
Consumption	201,890	217,853	211,700
Mexico 3/			
Production	128,800	100,000	85,000
Imports 4/	4,610	3,374	3,500
Exports	27,000	29,000	25,000
Processing	44,000	37,000	30,000
Consumption	62,410	37,374	33,500
Poland 1/			
Production	211,000	179,000	190,000
Imports	0	0	0
Exports	21,793	21,000	21,000
Processing	165,000	120,000	140,000
Consumption	24,207	38,000	29,000
Spain 1/			
Production	248,800	219,400	233,000
Imports	0	0	0
Exports	174,000	159,400	170,000
Processing	30,000	17,000	20,000
Consumption	44,800	43,000	43,000

Fresh Strawberries Continued

Country	1994/95	1995/96	1996/97 F
Total Foreign			
Production	986,881	890,550	895,300
Imports	63,913	58,227	66,500
Exports	297,940	266,510	276,516
Processing	269,267	207,669	224,003
Consumption	483,587	474,598	461,281
United States 1/			
Production	726,290	738,180	N/A
Imports	26,682	30,530	N/A
Exports	50,518	52,631	N/A
Processing	207,020	187,470	N/A
Consumption	495,434	528,609	N/A
Grand Total			
Production	1,713,171	1,628,730	N/A
Imports	90,595	88,757	N/A
Exports	348,458	319,141	N/A
Processing	476,287	395,139	N/A
Consumption	979,021	1,003,207	N/A

1/ Marketing season begins in January of second year shown.
2/ Marketing season begins in October of first year shown.
3/ Marketing season begins in August of first year shown.
4/ Bureau of Census data.

FROZEN STRAWBERRIES: PRODUCTION, SUPPLY, AND DISTRIBUTION
MARKETING YEARS 1993/94-1996/97
METRIC TONS

Country	1994/95	1995/96	1996/97 F
Canada 1/			
Beg. Stocks	2,650	1,500	1,300
Production	3,800	3,400	3,500
Imports	10,990	10,409	10,000
Exports	198	159	150
Consumption	15,742	13,850	13,550
End. Stocks	1,500	1,300	1,100
Chile 2/			
Beg. Stocks	73	436	1,331
Production	5,667	6,069	6,203
Imports	0	0	0
Exports	4,154	2,774	2,500
Consumption	1,150	2,400	3,650
End. Stocks	436	1,331	1,384
Italy 1/			
Beg. Stocks	0	0	0
Production	12,000	15,000	15,000
Imports	5,442	4,300	6,000
Exports	1,146	1,400	1,200
Consumption	16,296	17,900	19,800
End. Stocks	0	0	0
Japan 2/			
Beg. Stocks	0	0	0
Production	800	750	720
Imports	29,381	28,749	29,000
Exports	0	0	0
Consumption	30,181	29,499	29,720
End. Stocks	0	0	0
Mexico 3/			
Beg. Stocks	0	0	0
Production	44,000	37,000	30,000
Imports	330	300	300
Exports	31,500	25,500	21,000
Consumption	12,830	11,800	9,300
End. Stocks	0	0	0

Frozen Strawberries Continued

Country	1994/95	1995/96	1996/97 F
Poland 1/			
Beg. Stocks	4,050	20,000	5,000
Production	130,000	105,000	110,000
Imports	153	150	150
Exports	73,181	90,000	85,000
Consumption	41,022	30,150	25,150
End. Stocks	20,000	5,000	5,000
Spain 1/			
Beg. Stocks	0	0	0
Production	26,400	15,000	17,600
Imports	3,500	1,700	1,500
Exports	25,500	13,000	15,100
Consumption	4,400	3,700	4,000
End. Stocks	0	0	0
Total Foreign			
Beg. Stocks	6,773	21,936	7,631
Production	222,667	182,219	183,023
Imports	49,796	45,608	46,950
Exports	135,679	132,833	124,950
Consumption	121,621	109,299	105,170
End. Stocks	21,936	7,631	7,484
United States 1/			
Beg. Stocks	109,835	115,719	N/A
Production	168,346	149,749	N/A
Imports	26,313	20,995	N/A
Exports	24,098	21,261	N/A
Consumption	164,677	169,059	N/A
End. Stocks	115,719	96,143	N/A
Grand Total			
Beg. Stocks	116,608	137,655	N/A
Production	391,013	331,968	N/A
Imports	76,109	66,603	N/A
Exports	159,777	154,094	N/A
Consumption	286,298	278,358	N/A
End. Stocks	137,655	103,774	N/A

1/ Marketing season begins January 1 of second year shown.
2/ Marketing season begins October 1 of first year shown.
3/ Marketing season begins in August of first year shown.

U.S. EXPORTS OF FRESH STRAWBERRIES
CALENDAR YEARS 1990-1996
IN METRIC TONS

Destination	1990	1991	1992	1993	1994	1995	1996
North America							
Canada	33,209	36,185	35,539	35,611	38,873	37,075	40,227
Mexico	211	351	2,221	3,583	6,816	3,002	2,138
Subtotal	**33,420**	**36,536**	**37,760**	**39,194**	**45,689**	**40,077**	**42,365**
The European Union							
United Kingdom	604	822	2,499	1,668	3,700	2,154	2,067
Germany	525	556	746	416	958	367	548
France	53	97	380	199	457	95	330
Italy	37	272	261	9	277	1	0
Other	115	62	142	36	346	79	221
Subtotal	**1,334**	**1,809**	**4,028**	**2,328**	**5,738**	**2,617**	**3,166**
Asia							
Japan	3,520	3,808	3,578	3,967	4,338	6,653	6,227
Other	106	189	156	70	293	150	238
Subtotal	**3,626**	**3,997**	**3,734**	**4,037**	**4,631**	**6,803**	**6,465**
Oceania							
Australia	320	651	491	177	143	68	4
Other	36	16	18	17	31	20	2
Subtotal	**356**	**667**	**509**	**194**	**174**	**88**	**6**
Other Countries	**151**	**180**	**355**	**540**	**1,103**	**933**	**635**
Grand Total	**38,887**	**43,189**	**46,386**	**46,293**	**57,335**	**50,518**	**52,631**

Source: U.S. Bureau of Census

U.S. IMPORTS OF FRESH STRAWBERRIES
CALENDAR YEARS 1990-1996
IN METRIC TONS

Origin	1990	1991	1992	1993	1994	1995	1996
North America							
Canada	93	35	4	22	55	68	410
Mexico	12,601	13,041	9,238	12,747	18,950	25,894	29,434
Subtotal	**12,694**	**13,076**	**9,242**	**12,769**	**19,005**	**25,962**	**29,844**
Central America							
Guatemala	547	365	561	280	208	162	21
Costa Rica	366	268	3	0	1	2	13
Subtotal	**913**	**633**	**564**	**280**	**209**	**164**	**34**
South America							
Colombia	801	381	514	651	125	100	73
Other	3	1	25	55	4	2	10
Subtotal	**804**	**382**	**539**	**706**	**129**	**102**	**83**
Oceania							
Australia	0	2	39	45	9	2	0
New Zealand	185	172	407	428	486	447	544
Subtotal	**185**	**174**	**446**	**473**	**495**	**449**	**544**
Poland	0	0	0	0	0	0	20
Other Countries	**2**	**1**	**6**	**0**	**5**	**5**	**5**
Grand Total	**14,598**	**14,266**	**10,797**	**14,227**	**19,843**	**26,682**	**30,530**

Source: U.S. Bureau of Census

U.S. EXPORTS OF FROZEN STRAWBERRIES
CALENDAR YEARS 1990-1996
IN METRIC TONS

Destination	1990	1991	1992	1993	1994	1995	1996
North America							
Canada	2,241	2,836	2,776	3,915	5,268	4,696	3,978
Mexico	0	349	328	226	153	211	895
Subtotal	**2,241**	**3,185**	**3,104**	**4,141**	**5,421**	**4,907**	**4,873**
European Union							
France	0	40	13	268	2,016	87	107
Germany	11	12	3	19	1,012	59	0
The Netherlands	0	0	20	0	1,869	139	8
United Kingdom	94	88	133	3	1,051	114	44
Other	0	3	8	0	583	18	0
Subtotal	**105**	**143**	**177**	**290**	**6,531**	**417**	**159**
Form. Soviet Union							
Russian Federatio	0	0	0	8	184	125	8
Subtotal	**0**	**0**	**0**	**8**	**184**	**125**	**8**
Asia							
Japan	11,770	7,398	8,277	11,955	13,982	16,067	14,992
Korea	0	115	290	296	919	557	359
Malaysia	0	0	0	0	0	608	2
Other	35	182	135	5	55	290	112
Subtotal	**11,805**	**7,695**	**8,702**	**12,256**	**14,956**	**17,522**	**15,465**
Oceania							
Australia	482	790	1,556	1,409	1,223	969	658
Other	120	13	16	0	0	13	68
Subtotal	**602**	**803**	**1,572**	**1,409**	**1,223**	**982**	**726**
Other Countries	**115**	**13**	**59**	**230**	**324**	**145**	**30**
Grand Total	**14,868**	**11,839**	**13,614**	**18,334**	**28,639**	**24,098**	**21,261**

Source: U.S. Bureau of Census

U.S. IMPORTS OF FROZEN STRAWBERRIES
CALENDAR YEARS 1990-1996
IN METRIC TONS

Origin	1990	1991	1992	1993	1994	1995	1996
North America							
Canada	253	0	22	0	0	96	86
Mexico	18,550	21,053	18,258	18,359	18,392	25,622	20,726
Subtotal	**18,803**	**21,053**	**18,280**	**18,359**	**18,392**	**25,718**	**20,812**
Central America							
Guatemala	1,438	33	42	21	98	70	148
South America							
Ecuador	391	692	628	828	694	492	24
Other	221	58	108	39	18	33	10
Subtotal	**612**	**750**	**736**	**867**	**712**	**525**	**34**
Eastern Europe							
Poland	853	244	696	243	0	0	0
Other	220	136	17	4	0	0	0
Subtotal	**1,073**	**380**	**713**	**247**	**0**	**26,313**	**20,994**
Other Countries	**1,486**	**161**	**42**	**34**	**115**	**0**	**0**
Grand Total	**21,974**	**22,344**	**19,771**	**19,507**	**19,219**	**26,313**	**20,994**

Source: U.S. Bureau of Census

U.S. EXPORTS OF SELECTEO COMMOOITIES 8Y OESTINATION
MARKETING YEAR 8EGINNING AS INOICATEO
MARCH 1997

COMMOOITY ANO COUNTRY		QUANTITY					VALUE (1,000 OOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR
FRESH FRUIT											
FR. APPLES(JUL)	MT										
TAIWAN		10,138	5,845	91,124	105,456	101,650	7,190	3,557	65,729	71,152	72,448
MEXICO		11,488	12,736	49,199	51,564	80,802	5,799	5,991	25,874	24,973	41,697
CANAOA		5,974	8,290	60,159	68,426	78,790	4,994	5,742	48,032	51,678	62,246
HONG KONG		4,971	2,762	40,221	35,999	49,741	3,223	1,497	25,688	22,007	31,788
INOONESIA		3,156	6,017	34,318	37,808	49,455	2,094	3,634	22,631	26,364	33,534
EU 15		2,827	3,368	27,716	28,221	35,480	1,830	2,140	16,410	16,563	21,366
OTHER		10,965	15,101	147,995	179,411	166,636	7,660	8,421	91,460	106,043	104,109
Subtotal:-----		49,518	54,118	450,730	506,885	562,555	32,789	30,982	295,823	318,780	367,188
FR. PEARS(JUL)	MT										
CANAOA		2,603	1,482	38,573	35,286	44,348	2,085	1,239	26,807	28,483	31,557
MEXICO		3,312	2,942	20,648	24,203	28,430	1,581	1,307	10,585	11,676	14,384
8RAZIL		0	19	21,728	17,955	21,747	0	16	9,512	8,004	9,522
EU 15		42	17	11,130	7,001	11,582	16	7	4,712	3,346	5,090
TAIWAN		1,048	280	10,674	4,581	11,438	599	112	6,100	3,011	6,655
OTHER		1,909	902	22,350	17,338	25,768	1,405	504	13,019	12,185	15,361
Subtotal:-----		8,914	5,641	125,103	106,364	143,313	5,686	3,185	70,736	66,705	82,570
APRICOTS(MAY)	MT										
CANADA		2	4	2,679	2,374	2,679	4	6	3,632	3,377	3,632
EU 15		15	0	429	233	431	12	0	786	254	796
MEXICO		0	22	324	205	324	0	17	289	162	289
HONG KONG		0	0	222	16	222	0	0	611	6	611
OTHER		20	17	596	315	596	15	10	773	300	773
Subtotal:-----		38	44	4,250	3,142	4,252	30	33	6,091	4,099	6,102
FR CHERRIES(MAY)	MT										
JAPAN		2	0	17,172	13,124	17,183	10	0	110,562	80,071	110,610
EU 15		390	815	8,820	9,456	9,184	275	614	12,584	17,216	12,873
CANADA		10	0	3,487	4,811	3,492	17	0	8,752	12,779	8,773
NETHERLANOS		39	184	3,107	3,179	3,233	34	137	2,609	2,984	2,712
BELGIUM-LUXEM8OU		49	631	2,682	2,602	2,826	32	477	2,698	2,192	2,804
TAIWAN		0	0	2,098	3,244	2,120	0	0	6,325	10,971	6,428
OTHER		4	31	1,698	2,490	1,714	17	88	4,319	8,000	4,364
Subtotal:-----		407	846	33,275	33,123	33,692	319	703	142,542	129,037	143,048
PEACH-NECTRN(MAY)	MT										
CANADA		142	115	40,256	41,912	40,277	209	176	42,429	41,715	42,457
MEXICO		19	0	11,693	8,782	11,693	5	0	5,164	4,498	5,164
TAIWAN		0	2	9,818	16,161	9,818	0	8	11,033	18,140	11,033
OTHER		72	1	4,746	8,493	4,746	38	3	3,958	7,990	3,958
Subtotal:-----		233	118	66,513	75,348	66,534	252	187	62,584	72,342	62,612
PLUM-PRUNES(MAY)	MT										
CANAOA		215	160	14,286	22,182	14,364	347	257	20,605	20,110	20,733
TAIWAN		0	15	14,000	21,391	14,000	0	31	15,084	19,407	15,084
HONG KONG		0	0	5,459	12,027	5,459	0	0	6,119	10,838	6,119
OTHER		39	19	4,554	11,138	4,590	25	26	4,924	9,741	4,969
Subtotal:-----		254	194	38,299	66,737	38,413	372	314	46,732	60,096	46,905
FR AVOCAOOS(OCT)	MT										
EU 15		667	63	4,113	2,288	5,984	446	167	2,978	2,199	4,918
NETHERLANOS		601	16	3,022	1,721	4,178	393	56	2,245	1,456	3,271
JAPAN		61	210	193	265	2,784	46	420	167	539	5,866
CANADA		96	18	733	585	1,183	81	26	692	580	1,272
UNITEO KINGOOM		66	17	587	298	1,034	53	64	343	319	943
OTHER		15	39	42	127	139	40	52	96	211	286
Subtotal:-----		838	331	5,081	3,266	10,090	613	665	3,933	3,529	12,342
FR KIWIFRUIT(OCT)	MT										
CANADA		379	495	1,403	1,990	2,339	518	553	1,876	2,134	2,939
KOREA, REPUBLIC		459	224	1,568	1,558	1,572	931	424	2,624	2,787	2,640
TAIWAN		301	0	509	0	509	483	0	831	0	831
JAPAN		37	0	188	0	338	45	0	162	0	293
OTHER		99	160	456	534	557	99	166	595	698	676
Subtotal:-----		1,275	879	4,123	4,082	5,315	2,077	1,143	6,088	5,620	7,378
FRESH GRAPES (MAY)	MT										
CANAOA		757	763	103,054	85,363	103,704	1,165	1,369	117,540	108,366	118,691
HONG KONG		0	22	30,200	36,719	30,319	0	14	40,574	55,444	40,706
TAIWAN		0	0	12,880	16,101	12,897	0	0	15,997	20,747	16,002
MEXICO		0	0	12,813	9,198	12,813	0	0	12,074	9,266	12,074
OTHER		132	304	66,725	59,093	67,159	153	305	89,974	89,525	90,470
Subtotal:-----		888	1,090	225,671	206,475	226,892	1,317	1,687	276,159	283,348	277,943
FR STRAW8RIS(JAN)	MT										
CANAOA		4,696	4,520	7,967	8,458	40,277	6,770	7,463	13,619	14,399	52,087
JAPAN		7	10	12	13	6,227	29	15	44	20	24,792
EU 15		377	40	866	225	3,167	1,019	86	2,427	568	8,956
OTHER		109	21	235	139	2,960	314	62	722	316	4,252
Subtotal:-----		5,189	4,592	9,080	8,834	52,631	8,133	7,626	16,812	15,303	90,086
FR ORNG INC TMPL(NOV)	MT										
CANADA		27,656	34,966	109,178	120,978	176,012	13,239	17,412	53,284	60,510	88,806
JAPAN		22,116	21,669	55,424	58,912	124,446	14,892	11,526	37,180	33,601	84,819
HONG KONG		11,629	14,966	33,646	52,759	101,408	5,717	8,100	16,697	29,425	51,892
OTHER		18,987	21,826	51,795	60,488	106,529	10,661	11,619	28,471	34,047	59,290
Subtotal:-----		80,388	93,427	250,042	293,139	508,396	44,509	48,657	135,632	157,583	284,807
FR GRPFRT(SEP)	MT										
JAPAN		61,574	48,120	178,121	155,138	242,518	35,090	26,917	105,041	89,321	144,608
EU 15		23,413	17,640	127,698	112,186	140,157	10,047	7,479	56,993	48,743	62,116
CANADA		9,294	8,907	52,745	50,351	72,102	3,338	3,262	20,555	19,694	29,421
FRANCE		11,085	6,622	46,929	36,967	54,680	4,605	2,665	20,926	15,201	24,071
NETHERLANOS		7,236	4,623	45,186	34,384	47,857	3,105	1,866	20,140	15,609	21,251
OTHER		8,866	7,507	22,853	24,535	45,174	4,564	3,570	12,163	14,539	24,090
Subtotal:-----		103,147	82,175	381,418	342,211	499,950	53,040	41,228	194,752	172,297	260,234
FR TANGERINES(NOV)	MT										
CANADA		2,085	1,271	11,480	9,807	13,556	1,655	1,079	9,628	7,688	11,526
KOREA, REPU8LIC		0	0	1,232	432	1,232	0	0	1,565	382	1,565
JAPAN		831	417	1,142	1,293	1,191	776	330	1,082	1,213	1,129
OTHER		299	204	1,114	1,512	1,140	227	194	938	1,332	962
Subtotal:-----		3,214	1,892	14,967	13,043	17,118	2,658	1,604	13,213	10,615	15,182

U.S. EXPORTS OF SELECTEO COMMOOITIES 8Y OESTINATION
MARKETING YEAR 8EGINNING AS INOICATEO
MARCH 1997

COMMOOITY ANO COUNTRY COUNTRY REGION		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TOT LAST YR	QUANTITY YR TOT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 OOLLARS) CURR MO LAST YR	VALUE (1,000 OOLLARS) CURR MO CURR YR	VALUE (1,000 OOLLARS) YR TOT LAST YR	VALUE (1,000 OOLLARS) YR TOT CURR YR	VALUE (1,000 OOLLARS) LAST YEAR
CANNEO FRUIT											
CND PEACH&NECT(JUN)	MT										
CANADA		434	541	4,365	3,370	5,589	463	636	4,048	3,829	5,285
JAPAN		408	331	3,557	1,822	4,290	420	327	3,737	1,900	4,530
KOREA, REPU8LIC		410	180	1,976	1,186	2,495	341	125	1,599	968	2,031
TAIWAN		88	59	1,588	973	1,852	75	40	1,406	845	1,649
OTHER		481	625	5,890	5,274	7,068	435	608	5,439	5,186	6,644
Subtotal:-----		1,821	1,737	17,376	12,626	21,293	1,734	1,736	16,229	12,727	20,139
CND PEARS(JUN)	MT										
CANAOA		354	193	4,187	2,302	5,669	312	206	3,793	2,525	5,086
JAPAN		46	30	483	311	623	43	19	474	294	589
OTHER		32	91	749	647	1,023	33	37	723	540	995
Subtotal:-----		432	314	5,418	3,260	7,315	388	262	4,989	3,358	6,670
CNO PNEAPL(JAN)	MT										
CANADA		109	83	286	351	1,219	128	90	293	339	1,252
EU 15		0	75	173	496	574	0	67	145	460	509
KOREA, REPU8LIC		87	0	87	5	507	72	0	72	4	433
JAPAN		0	18	173	261	435	0	16	162	210	456
ITALY		0	0	96	227	307	0	0	80	189	256
GERMANY		0	0	47	0	188	0	0	40	0	188
OTHER		34	74	156	176	689	26	65	113	155	602
Subtotal:-----		230	250	875	1,289	3,424	226	238	785	1,168	3,252
FRT MIXTURES(JUN)	MT										
CANAOA		524	665	4,426	6,164	5,531	585	744	5,561	7,078	6,954
PHILIPPINES		101	102	3,747	3,749	4,313	124	104	4,347	4,471	5,012
JAPAN		321	458	3,122	2,633	4,163	375	491	3,690	3,007	4,855
SINGAPORE		46	122	2,832	1,582	3,124	48	146	3,184	1,885	3,495
HONG KONG		172	85	2,305	1,664	2,793	215	110	2,613	1,954	3,192
OTHER		401	531	5,467	5,073	6,342	479	700	6,427	6,258	7,421
Subtotal:-----		1,566	1,962	21,900	20,865	26,266	1,826	2,294	25,824	24,653	30,930
ORIED FRUIT											
DRD RAISINS(AUG)	MT										
EU 15		3,753	2,925	38,313	36,931	56,132	6,593	5,107	62,599	61,436	91,112
UNTTEO KINGOOM		1,912	1,337	18,409	18,439	27,630	3,323	2,444	29,691	31,397	44,647
JAPAN		2,298	1,090	16,809	19,992	25,038	3,484	1,921	26,586	33,369	39,409
CANAOA		527	925	7,338	7,713	10,447	1,031	1,889	14,840	15,659	21,000
GERMANY		695	277	6,268	4,515	9,210	1,352	442	9,720	6,944	14,128
OTHER		1,846	2,252	19,806	22,024	27,007	3,195	4,094	35,396	37,669	47,596
Subtotal:-----		8,424	7,192	82,267	86,660	118,624	14,302	13,010	139,421	148,133	199,116
ORO PRUNES(AUG)	MT										
EU 15		3,280	2,267	24,300	22,663	34,588	7,603	4,754	57,662	49,598	80,958
JAPAN		1,662	1,469	8,471	8,128	13,183	3,367	2,438	18,444	15,908	28,583
GERMANY		1,296	1,014	7,658	7,285	11,492	2,817	2,307	17,796	16,484	26,842
ITALY		473	376	5,124	4,518	6,593	1,266	1,053	12,677	10,961	16,373
UNITED KINGOOM		494	276	3,474	3,471	5,489	1,016	501	7,364	6,227	11,449
CANADA		424	409	2,719	2,859	4,167	974	820	6,542	6,335	9,782
OTHER		568	1,965	6,293	12,616	9,731	1,154	3,604	13,037	23,423	20,682
Subtotal:-----		5,934	6,111	41,783	46,266	61,669	13,098	11,616	95,685	95,264	140,006
FRUIT JUICES(SSE)											
ORANGE JU CNC (OEC)	KL										
EU 15		13,466	31,387	44,272	62,298	178,160	5,304	8,511	18,170	21,264	56,966
FRANCE		2,689	5,222	13,074	24,235	97,548	1,135	2,160	5,647	9,750	21,915
NETHERLANOS		7,661	24,040	23,732	31,822	56,771	2,723	5,160	9,186	8,077	22,597
JAPAN		3,977	6,107	10,110	14,953	51,640	2,093	3,033	6,216	8,376	27,038
CANAOA		2,045	2,025	9,619	8,644	27,786	3,933	3,128	16,760	13,613	48,285
KOREA, REPU8LIC		2,016	3,610	4,291	8,692	20,340	945	2,104	3,042	5,321	13,907
OTHER		4,204	2,597	18,360	30,658	48,856	1,781	1,262	7,412	9,140	20,834
Subtotal:-----		25,707	45,725	86,653	125,246	326,782	14,057	18,038	51,600	57,714	167,031
ORNG JU NTCNC(OEC)	KL										
CANADA		9,210	11,440	36,354	42,946	104,395	6,395	8,137	26,404	29,501	73,021
EU 15		1,501	2,325	6,693	9,479	32,934	1,600	1,536	5,359	6,312	21,197
BELGIUM-LUXEM8OU		447	1,885	2,469	6,980	21,191	947	1,221	2,283	4,559	13,507
OTHER		1,781	2,486	8,140	7,907	23,227	1,315	1,937	6,223	6,366	19,518
Subtotal:-----		12,492	16,251	51,186	60,332	160,556	9,310	11,610	37,987	42,178	113,737
GRPFRT JU CNC (OEC)	KL										
EU 15		2,418	4,118	7,309	9,585	31,141	1,641	2,818	4,708	6,321	17,168
JAPAN		2,578	1,173	6,303	4,657	20,693	2,063	1,578	5,764	4,487	17,238
FRANCE		689	280	3,006	431	14,455	496	176	1,718	283	6,933
NETHERLANOS		1,177	3,251	2,692	5,570	9,802	898	2,283	2,291	4,006	6,772
ISRAEL		1,463	0	2,351	0	5,477	374	0	634	0	1,527
CANADA		316	315	1,065	992	3,829	462	489	1,669	1,451	5,710
OTHER		366	274	1,719	904	4,369	232	200	1,115	621	2,905
Subtotal:-----		7,143	5,879	18,746	16,137	65,508	4,772	5,085	13,890	12,880	44,549
FRESH VEGETA8LES											
FR ASPARAGUS(OCT)	MT										
JAPAN		1,559	1,704	2,568	3,442	6,276	6,669	6,795	11,137	13,736	27,674
CANADA		625	766	1,466	1,926	4,567	1,828	2,052	4,391	5,458	12,488
SWITZERLANO		781	662	1,082	1,016	1,988	2,701	2,105	3,821	3,208	6,598
EU 15		338	245	572	364	1,304	1,369	630	2,150	977	4,194
OTHER		14	33	47	79	209	80	84	200	218	713
Subtotal:-----		3,317	3,410	5,734	6,828	14,344	12,647	11,666	21,699	23,597	51,666
FR ONIONS(OCT)	MT										
CANAOA		9,287	9,250	46,891	51,061	103,048	2,759	3,057	16,736	17,374	36,260
JAPAN		1,583	1,108	57,734	30,538	79,476	328	234	13,173	7,117	19,360
OTHER		641	2,040	22,610	33,167	41,923	397	1,020	7,401	13,032	14,119
Subtotal:-----		11,511	12,397	127,235	114,766	224,447	3,485	4,312	37,310	37,523	69,739
CANNEO VEGETA8LES											
CND SWT CORN(AUG)	MT										
EU 15		4,261	3,314	30,649	23,995	46,309	3,292	2,881	23,534	16,756	35,341
JAPAN		4,291	6,121	25,998	41,697	45,654	3,386	5,063	20,194	34,862	36,581
TAIWAN		1,466	1,772	13,409	12,424	21,174	1,256	1,685	11,985	11,112	18,564
GERMANY		1,739	250	12,163	5,263	18,415	1,366	171	9,544	3,650	14,218
HONG KONG		695	2,568	8,453	14,021	17,451	587	2,063	6,954	11,620	14,333
UNITED KINGOOM		774	1,482	8,377	8,910	13,042	637	1,532	6,514	5,781	10,029
OTHER		2,966	4,199	21,542	28,321	35,753	2,454	3,557	17,662	25,852	29,581
Subtotal:-----		13,678	17,973	100,051	120,458	166,341	10,975	15,250	80,329	100,201	134,401

U.S. EXPORTS OF SELECTEO COMMOOITIES BY OESTINATION
MARKETING YEAR BEGINNING AS INOICATEO
MARCH 1997

COMMOOITY ANO COUNTRY		QUANTITY					VALUE (1,000 OOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR
CND TOM PAS(JUL)	MT										
CANAOA		3,116	2,678	35,661	40,173	45,326	2,510	1,926	29,482	29,503	37,231
JAPAN		1,322	524	8,553	6,925	12,354	1,073	414	7,153	5,434	10,120
EU 15		1,119	1,070	2,986	7,720	6,190	1,045	555	2,388	4,056	4,313
KOREA, REPUBLIC		182	1,354	4,430	5,130	5,908	144	1,010	3,980	4,148	5,421
ITALY		405	991	2,129	6,134	5,255	280	506	1,506	2,653	3,369
OTHER		990	4,229	14,420	38,525	17,863	869	2,985	10,647	26,253	13,681
Subtotal:-----		6,728	9,856	66,049	98,472	87,641	5,641	6,890	53,649	69,394	70,767
CND TOM SAUCE(JUL)	MT										
CANAOA		5,185	5,049	40,179	42,426	54,007	4,513	4,891	37,205	39,126	49,485
JAPAN		461	786	4,337	4,325	6,116	505	656	4,332	5,262	6,143
EU 15		539	802	4,063	4,313	5,305	544	780	4,363	5,212	5,929
OTHER		1,219	1,353	10,880	10,792	14,992	1,333	1,451	11,752	10,462	15,589
Subtotal:-----		7,404	7,991	59,459	61,857	80,420	6,895	7,777	57,652	60,062	77,147
FRZN VEGETABLES											
FZN SWT CORN(JUL)	MT										
JAPAN		3,378	3,653	29,282	28,722	40,120	2,957	3,488	26,132	26,458	35,756
HONG KONG		428	540	2,687	3,851	3,872	299	411	2,002	2,700	2,878
CANADA		355	484	2,208	2,722	3,323	308	340	1,926	2,102	2,852
OTHER		933	1,311	9,103	9,031	11,658	751	1,112	7,029	7,413	9,012
Subtotal:-----		5,095	5,988	43,281	44,325	58,972	4,316	5,351	37,089	38,673	50,498
FZN F FRY(JUL)	MT										
JAPAN		16,692	16,449	130,595	144,785	183,767	12,511	12,117	96,172	107,020	135,152
KOREA, REPUBLIC		2,809	2,524	15,093	20,008	21,956	2,052	1,920	11,033	14,612	15,721
HONG KONG		2,305	2,472	15,291	20,556	21,136	1,501	1,667	10,109	13,718	13,999
OTHER		10,099	12,445	94,316	101,441	123,078	7,368	9,653	70,317	76,219	91,407
Subtotal:-----		31,904	33,889	255,294	286,791	349,937	23,432	25,357	187,630	211,569	256,280
TREE NUTS											
ALMONOS UNSH(JUL)	MT										
INDIA		20	122	4,617	8,644	6,323	44	296	11,102	21,329	15,128
JAPAN		466	0	4,620	839	4,669	1,131	0	12,383	2,105	12,500
EU 15		43	244	2,952	6,507	3,457	103	591	6,879	15,107	8,031
GERMANY		43	47	1,082	2,476	1,178	103	114	2,650	5,915	2,883
OTHER		86	208	2,044	4,004	2,331	217	486	4,924	9,685	5,655
Subtotal:-----		615	573	14,233	19,993	16,779	1,495	1,373	35,288	48,227	41,315
ALMNO SH/PREP(JUL)	MT										
EU 15		12,961	6,188	127,664	103,402	170,076	38,772	32,721	417,730	499,330	559,077
GERMANY		4,615	2,525	46,190	38,653	62,871	12,859	12,057	155,398	178,931	211,429
JAPAN		4,476	1,626	28,920	16,245	40,454	9,143	9,066	71,107	89,922	93,264
NETHERLANOS		2,180	672	15,344	10,592	20,915	5,232	3,438	40,078	50,585	53,497
FRANCE		1,714	784	13,976	11,651	18,587	5,437	4,657	43,443	59,051	57,972
CANADA		1,539	419	13,065	6,369	16,726	3,332	2,232	32,276	30,984	41,184
OTHER		4,031	1,762	45,743	26,870	54,490	10,481	9,731	110,959	129,384	135,794
Subtotal:-----		23,008	9,995	215,390	152,886	281,745	61,727	53,750	632,071	749,620	829,318
WALNUTS SH(AUG)	MT										
JAPAN		587	948	5,466	6,447	7,676	3,444	3,122	21,469	26,822	31,804
EU 15		391	239	4,392	3,809	5,116	943	699	9,305	9,515	11,865
CANAOA		150	507	1,577	2,486	2,110	537	879	5,688	6,957	7,678
SPAIN		165	0	1,577	1,263	1,794	361	4	3,149	3,075	3,998
ISRAEL		23	24	1,287	1,003	1,459	135	126	5,807	4,813	6,776
OTHER		274	235	2,757	3,409	3,931	997	973	8,494	10,944	12,495
Subtotal:-----		1,426	1,953	15,479	17,154	20,291	6,057	5,799	50,763	59,051	70,618
WALNUTS UNSH(AUG)	MT										
EU 15		260	20	47,770	47,217	48,199	529	45	91,758	101,959	92,596
GERMANY		18	0	14,603	11,829	14,603	38	0	27,908	25,934	27,908
SPAIN		208	0	13,572	14,261	13,877	416	0	25,272	28,943	25,912
ITALY		0	0	9,807	10,304	9,842	0	0	18,951	22,949	19,021
NETHERLANOS		0	20	4,086	6,582	4,135	0	45	8,159	14,741	8,223
OTHER		559	218	8,443	7,960	9,266	967	372	16,394	16,398	17,962
Subtotal:-----		820	238	56,213	55,177	57,464	1,496	417	108,152	118,357	110,558
HOPS&PROOUCTS											
HOP PELTS(SEP)	MT										
BRAZIL		341	0	1,827	1,618	2,168	1,826	0	9,468	6,420	11,226
CANADA		172	156	745	851	1,397	1,183	1,045	4,929	5,737	9,232
EU 15		91	34	536	802	628	437	170	2,795	5,288	3,253
JAPAN		20	19	276	184	326	73	67	1,077	674	1,264
OTHER		100	221	627	693	1,006	527	1,002	2,638	3,330	4,951
Subtotal:-----		724	431	4,011	4,149	5,524	4,047	2,283	20,907	21,449	29,926
HOP EXTRACT(SEP)	MT										
EU 15		203	46	1,025	839	1,438	2,678	618	14,955	12,752	21,474
MEXICO		129	94	459	446	489	3,564	2,142	12,814	10,319	13,202
GERMANY		55	0	389	263	467	720	0	5,447	3,902	6,539
COLOMBIA		14	41	334	100	345	410	1,187	2,872	2,968	3,144
BRAZIL		7	44	151	364	313	131	560	1,797	4,325	3,624
UNITED KINGOOM		5	11	232	115	300	103	194	2,903	1,707	3,884
OTHER		106	69	437	532	945	2,040	1,207	7,289	8,186	15,361
Subtotal:-----		459	295	2,405	2,280	3,530	8,823	5,714	39,728	38,550	56,806
HOPS,NSPF(SEP)	MT										
EU 15		57	221	2,118	1,163	2,279	358	843	10,092	5,208	11,478
GERMANY		47	197	1,553	744	1,604	320	755	7,012	2,966	7,204
UNITED KINGOOM		10	0	495	338	605	38	0	2,680	1,928	3,875
MEXICO		0	18	78	18	342	0	101	308	101	2,129
OTHER		59	61	308	413	515	151	383	2,727	2,688	4,485
Subtotal:-----		115	300	2,503	1,594	3,135	509	1,327	13,126	7,998	18,092
WINE											
GRAPE WINE(JAN)	KL										
EU 15		4,808	6,643	13,954	17,431	72,708	9,452	12,862	25,852	36,684	144,223
UNTITED KINGOOM		2,586	3,055	6,034	7,980	37,541	5,270	6,776	12,714	18,148	79,523
CANADA		3,009	2,845	7,742	8,352	32,960	5,134	5,280	14,131	15,737	67,001
JAPAN		1,115	1,427	3,589	4,024	16,753	1,906	2,274	6,093	6,918	28,374
GERMANY		402	200	1,873	1,810	8,692	823	600	3,240	4,851	18,073
SWITZERLAND		513	607	2,011	1,744	8,376	852	1,050	3,436	3,088	13,759
OTHER		1,888	3,994	5,619	9,958	29,489	3,099	5,530	9,144	14,894	47,567
Subtotal:-----		11,334	15,516	32,916	41,509	160,284	20,442	26,997	58,655	77,321	300,923

U.S. IMPORTS OF SELECTEO HORTICULTURAL COMMOOITIES 8Y ORIGIN
MARKETING YEAR 8EGINNING AS INDICATED
MARCH 1997

COMMODITY AND COUNTRY		QUANTITY					VALUE (1,000 DOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TDT LAST YR	YR TDT CURR YR	LAST YEAR
FR FRT & MLNS											
FR APPLES(JUL)	MT										
NEW ZEALANO		375	52	11,707	18,592	49,027	473	35	15,559	17,293	52,798
CANADA		3,846	3,312	59,572	63,400	71,873	1,765	1,787	22,505	23,670	27,528
OTHER		7,039	8,985	17,619	19,687	47,829	3,778	5,939	9,900	9,952	22,624
Subtotal:-----		11,259	12,349	88,898	101,679	168,729	6,016	7,761	47,963	50,916	102,950
FR PEARS(JUL)	MT										
CHILE		7,567	9,549	17,048	20,483	33,339	3,827	5,478	8,453	11,551	15,642
ARGENTINA		3,509	9,704	9,363	24,071	15,637	2,429	5,997	5,962	16,675	10,261
OTHER		718	210	2,394	1,947	8,366	465	100	4,625	4,348	8,109
Subtotal:-----		11,794	19,463	28,805	46,500	57,341	6,720	11,575	19,040	32,573	34,013
APRICOT (MAY)	MT										
CHILE		0	0	1,325	991	1,344	0	0	1,584	1,118	1,604
NEW ZEALAND		23	0	310	245	310	45	0	852	656	852
OTHER		0	0	16	105	16	0	0	22	263	22
Subtotal:-----		23	0	1,651	1,340	1,670	45	0	2,458	2,037	2,477
PEACH-NEC(MAY)	MT										
CHILE		7,699	6,941	40,577	41,214	40,677	5,400	5,195	30,268	32,459	30,485
OTHER		6	17	264	517	392	10	32	263	472	416
Subtotal:-----		7,705	6,958	40,841	41,730	41,069	5,410	5,227	30,531	32,931	30,901
PLUM-PRUNE(MAY)	MT										
CHILE		4,468	8,039	17,048	21,689	19,665	3,712	6,403	14,395	20,168	16,487
OTHER		10	54	214	275	214	8	58	307	336	310
Subtotal:-----		4,478	8,092	17,261	21,964	19,879	3,720	6,461	14,702	20,504	16,797
FRESH GRAPES (MAY)	MT										
CHILE		65,078	67,886	216,582	241,092	273,685	49,960	59,941	193,107	256,099	250,990
MEXICO		0	0	80,492	59,956	80,569	0	0	82,696	86,724	82,797
OTHER		1,423	2,685	4,176	8,569	5,250	1,342	3,168	3,304	7,451	4,141
Subtotal:-----		66,501	70,571	301,250	309,617	359,503	51,301	63,109	279,107	350,274	337,929
FR RASP8RY(JAN)	MT										
CANADA		0	0	0	0	4,624	0	0	0	0	9,071
CHILE		268	290	654	829	1,141	500	583	1,227	1,782	2,235
OTHER		46	56	174	153	641	356	569	1,494	1,428	3,199
Subtotal:-----		314	345	828	983	6,406	856	1,152	2,721	3,210	14,505
FR STRAWBRIS(JAN)	MT										
MEXICO		6,156	6,541	12,069	11,384	29,434	14,429	11,271	31,756	20,390	52,726
OTHER		0	1	40	16	1,096	0	7	95	56	2,705
Subtotal:-----		6,156	6,542	12,109	11,399	30,530	14,429	11,278	31,851	20,446	55,431
FR BANANA(JAN)	MT										
COSTA RICA		70,957	79,207	224,734	227,167	970,001	22,622	26,102	71,977	72,728	309,551
ECUADOR		77,829	86,387	227,400	241,718	848,772	21,992	27,482	63,768	74,909	237,818
HONDURAS		60,507	43,526	174,090	133,342	639,597	15,857	11,749	44,458	34,712	166,864
OTHER		91,857	118,623	287,857	297,014	1,318,623	25,715	36,940	79,265	90,011	384,207
Subtotal:-----		301,150	327,743	914,080	899,240	3,776,992	86,187	102,273	259,469	272,361	1,098,440
FR MANGO(JAN)	MT										
MEXICO		12,097	11,172	14,774	12,522	139,261	12,047	10,768	14,057	12,234	80,606
OTHER		2,627	1,402	6,636	5,296	32,743	1,560	1,099	5,353	4,713	25,781
Subtotal:-----		14,724	12,574	21,411	17,818	172,004	13,608	11,867	19,410	16,947	106,387
FR PINAPLE(JAN)	MT										
COSTA RICA		5,682	10,853	16,235	28,151	84,142	1,889	5,097	5,517	13,103	34,374
HONDURAS		3,111	2,422	8,373	5,791	27,084	865	675	2,334	1,611	7,561
OTHER		1,663	1,934	3,563	4,680	20,842	391	517	889	1,316	6,701
Subtotal:-----		10,456	15,209	28,171	38,622	132,068	3,145	6,289	8,740	16,029	48,636
FR CANTLPE(MAY)	MT										
MEXICO		18,535	21,117	83,882	105,810	130,065	4,843	8,371	24,611	39,928	39,141
COSTA RICA		11,753	20,600	36,435	41,947	61,327	5,310	8,882	16,069	18,065	28,640
GUATEMALA		5,202	14,945	40,444	46,078	55,075	1,949	4,527	11,100	15,471	15,890
OTHER		16,546	28,792	57,609	88,735	77,095	4,634	6,170	15,280	19,978	20,169
Subtotal:-----		52,036	85,454	218,370	282,570	323,563	16,736	27,950	67,060	93,442	103,840
FR MELON,OT(MAY)	MT										
MEXICO		5,407	5,296	46,349	41,408	55,740	2,177	1,677	15,697	14,033	19,311
COSTA RICA		5,911	11,544	11,494	18,035	17,027	2,607	4,649	4,898	7,070	7,408
OTHER		7,403	15,402	36,216	46,274	48,588	2,799	5,068	13,443	15,389	17,302
Subtotal:-----		18,722	32,242	94,059	105,717	121,354	7,582	11,394	34,038	36,492	44,022
FR ORANGES(NOV)	MT										
AUSTRALIA		0	0	0	0	11,550	0	0	0	0	17,652
OTHER		1,764	2,642	4,996	7,520	11,625	771	1,076	2,325	3,344	4,756
Subtotal:-----		1,764	2,642	4,996	7,520	23,175	771	1,076	2,325	3,344	22,408
CANNED FRUIT											
CND MANDRN(JAN)	MT										
CHINA, PEOPLES R		639	279	1,913	1,038	11,628	678	271	2,063	1,019	11,912
EU 15		427	78	824	459	8,045	351	37	781	361	7,972
SPAIN		426	78	823	459	8,041	349	37	779	361	7,958
OTHER		0	0	201	29	319	0	0	214	24	334
Subtotal:-----		1,066	357	2,938	1,526	19,992	1,029	308	3,058	1,404	20,218
CNO 8LK OLV(NOV)	MT										
EU 15		1,337	1,080	6,567	5,440	13,352	3,132	2,290	14,994	12,134	31,610
SPAIN		1,177	995	5,799	4,790	11,459	2,731	2,059	13,168	10,293	26,739
MOROCCO		309	855	2,232	3,201	6,347	723	1,698	4,994	6,426	14,563
OTHER		9	13	64	70	162	19	27	136	155	372
Subtotal:-----		1,656	1,948	8,863	8,711	19,861	3,874	4,015	20,124	18,715	46,545
CND GRN OLV(NOV)	MT										
EU 15		2,417	2,649	13,190	13,721	32,529	7,057	6,698	39,693	36,443	94,375
SPAIN		2,392	2,640	13,058	13,626	32,305	6,987	6,673	39,379	36,159	93,667
OTHER		49	231	403	796	1,489	80	400	785	1,348	2,753
Subtotal:-----		2,465	2,880	13,593	14,517	34,018	7,138	7,098	40,478	37,791	97,128
CNO PEACH(JUN)	MT										
EU 15		829	1,940	8,941	21,437	10,568	556	1,307	6,011	14,144	7,087
GREECE		827	1,580	8,867	17,762	10,489	549	1,075	5,837	11,519	6,898
OTHER		80	155	3,107	3,252	3,532	62	104	2,208	2,258	2,539
Subtotal:-----		909	2,095	12,049	24,689	14,100	619	1,411	8,219	16,402	9,626
CNO PINAPLE(JAN)	MT										
PHILIPPINES		12,400	9,263	33,654	31,265	125,452	8,059	6,105	21,800	20,600	81,542
THAILAND		7,083	8,325	19,788	22,619	78,032	4,943	5,558	14,398	14,705	54,759
INOONESIA		3,231	2,115	8,747	8,907	54,822	2,228	1,605	5,976	6,891	41,017
OTHER		4,883	1,711	12,689	6,276	39,043	1,648	1,319	5,686	4,712	20,978
Subtotal:-----		27,596	21,414	74,879	69,067	297,349	16,877	14,586	47,860	46,909	198,297
DRIED FRUIT											
ORD APRCT(JUL)	MT										
TURKEY		1,333	416	11,021	8,316	14,091	2,697	1,240	22,285	22,550	28,562
OTHER		0	97	447	569	533	2	201	1,342	1,482	1,576
Subtotal:-----		1,333	513	11,469	8,886	14,625	2,698	1,441	23,627	24,032	30,138

U.S. IMPORTS OF SELECTED HORTICULTURAL COMMODITIES BY ORIGIN
MARKETING YEAR BEGINNING AS INDICATED
MARCH 1997

COMMODITY AND COUNTRY / COUNTRY REGION		QUANTITY CURR MO LAST YR	QUANTITY CURR MO CURR YR	QUANTITY YR TOT LAST YR	QUANTITY YR TOT CURR YR	QUANTITY LAST YEAR	VALUE (1,000 DOLLARS) CURR MO LAST YR	VALUE CURR MO CURR YR	VALUE YR TOT LAST YR	VALUE YR TOT CURR YR	VALUE LAST YEAR
DATES(SEP)	MT										
PAKISTAN		392	221	2,170	1,302	3,172	372	217	2,162	1,231	3,170
CHINA, PEOPLES R		55	27	334	303	620	109	56	635	532	1,103
ISRAEL		0	0	471	41	522	0	0	971	138	1,088
OTHER		0	1	295	202	338	0	3	552	427	607
Subtotal:-----		448	250	3,270	1,848	4,652	481	276	4,320	2,328	5,968
DRD FIG(SEP)	MT										
EU 15		0	2	823	1,011	823	0	5	1,919	2,327	1,919
GREECE		0	2	802	974	802	0	5	1,849	2,187	1,849
TURKEY		98	0	678	379	678	101	0	1,239	867	1,239
MEXICO		0	24	282	350	307	0	27	869	858	916
OTHER		1	0	13	13	45	5	0	32	38	73
Subtotal:-----		100	26	1,797	1,754	1,853	106	32	4,059	4,091	4,147
DRD RAISIN(AUG)	MT										
MEXICO		610	0	6,834	5,061	8,370	658	0	5,994	4,624	7,796
CHILE		41	120	1,014	1,315	1,724	47	169	1,130	1,605	2,006
OTHER		259	228	1,412	1,149	2,013	255	215	1,425	1,308	2,045
Subtotal:-----		910	348	9,259	7,525	12,107	961	383	8,549	7,538	11,847
FRUIT JUICE(SSE)											
APPLE JUIC(JUL)	KL										
ARGENTINA		2,876	1,366	134,493	120,419	314,057	915	371	48,621	39,302	110,229
EU 15		20,611	49,003	166,542	273,038	219,220	8,821	18,384	71,553	99,206	92,527
GERMANY		18,773	26,293	115,273	185,858	159,519	7,545	10,657	49,222	66,808	65,955
OTHER		19,663	22,781	194,149	365,889	305,039	7,465	9,578	74,234	132,078	114,986
Subtotal:-----		43,150	73,150	495,184	759,346	838,316	17,201	28,334	194,407	270,586	317,741
FCOJ(OEC)	KL										
BRAZIL		44,608	47,073	193,454	301,003	703,184	11,326	8,551	47,854	60,694	173,085
MEXICO		27,485	18,532	62,933	45,207	162,610	8,106	4,310	17,462	10,535	47,432
OTHER		12,150	33,055	43,895	72,997	101,815	3,987	7,488	12,593	17,130	30,355
Subtotal:-----		84,242	98,660	300,281	419,207	967,609	23,420	20,349	77,909	88,360	250,872
GRAPE JU(JAN)	KL										
ARGENTINA		11,255	3,997	39,991	11,455	168,435	2,605	1,397	9,358	4,144	46,329
OTHER		4,359	6,033	12,015	14,257	56,029	1,674	3,006	4,403	7,503	22,217
Subtotal:-----		15,614	10,030	52,006	25,712	224,464	4,278	4,403	13,761	11,647	68,545
PNEAPL JUCN(JAN)	KL										
THAILAND		8,902	8,051	29,602	30,555	103,944	2,891	2,436	8,925	9,007	34,356
PHILIPPINES		9,440	5,789	30,288	28,254	100,644	1,598	1,233	4,844	5,922	17,260
OTHER		1,927	5,560	7,073	10,713	50,206	668	1,953	2,319	3,643	16,183
Subtotal:-----		20,269	19,401	66,963	69,522	254,794	5,158	5,622	16,088	18,573	67,799
PNEAPL JUNC(JAN)	KL										
PHILIPPINES		3,921	3,454	7,471	11,698	38,678	1,251	1,035	2,366	3,575	11,952
THAILAND		766	994	6,523	2,332	13,895	585	727	2,368	1,705	7,607
OTHER		1,915	4	3,512	474	10,013	362	3	694	72	2,129
Subtotal:-----		6,603	4,451	17,506	14,504	62,586	2,198	1,765	5,428	5,353	21,688
FROZEN FRUIT											
FZN STRBRY(DEC)	MT										
MEXICO		5,136	5,139	8,328	9,727	20,599	4,002	4,367	6,846	8,562	16,703
OTHER		19	23	171	76	283	85	114	321	343	825
Subtotal:-----		5,155	5,162	8,500	9,802	20,882	4,087	4,481	7,167	8,906	17,527
FRESH VEGETABLES											
FR BEANS(OCT)	MT										
MEXICO		3,340	3,720	16,220	16,543	18,611	4,104	5,736	16,882	20,675	20,030
OTHER		52	8	118	297	692	50	16	112	255	623
Subtotal:-----		3,393	3,727	16,338	16,839	19,302	4,154	5,752	16,994	20,930	20,653
FR CARROT(OCT)	MT										
CANADA		4,120	4,480	51,205	47,305	67,654	1,143	1,307	13,620	11,370	18,424
MEXICO		2,461	1,916	11,417	11,455	33,599	484	507	1,900	2,175	5,624
OTHER		37	18	290	236	690	19	17	126	107	250
Subtotal:-----		6,618	6,414	62,912	58,996	101,943	1,647	1,831	15,646	13,652	24,298
FR CABBAGE(OCT)	MT										
CANADA		2,154	2,570	16,275	12,298	28,206	416	494	3,892	2,458	7,631
MEXICO		517	1,550	5,938	5,212	13,301	101	233	1,139	836	2,358
OTHER		0	9	20	43	22	0	8	10	44	18
Subtotal:-----		2,671	4,128	22,233	17,554	41,529	517	736	5,041	3,339	10,007
FR CELERY(OCT)	MT										
MEXICO		5,875	7,382	16,405	17,908	23,076	1,171	1,914	3,485	4,661	4,797
OTHER		27	16	498	924	3,416	31	16	231	349	1,139
Subtotal:-----		5,902	7,398	16,903	18,832	26,492	1,202	1,930	3,716	5,010	5,936
FR CUCMBR(OCT)	MT										
MEXICO		45,049	33,444	211,885	217,358	277,516	21,406	10,823	64,950	63,450	106,236
OTHER		4,165	1,594	11,159	8,408	18,391	1,324	1,315	3,784	4,636	9,372
Subtotal:-----		49,214	35,038	223,044	225,765	295,907	22,730	12,138	68,734	68,086	115,608
FR CAULFLWR(OCT)	MT										
CANADA		0	0	387	252	5,990	0	0	117	113	2,378
OTHER		142	45	785	731	1,012	83	12	313	240	405
Subtotal:-----		142	45	1,172	983	7,003	83	12	430	353	2,783
FR GARLIC(OCT)	MT										
MEXICO		633	871	748	1,081	16,715	719	870	828	1,274	19,521
OTHER		718	680	4,353	4,003	5,723	1,062	1,087	5,728	5,950	7,691
Subtotal:-----		1,351	1,551	5,101	5,083	22,438	1,781	1,957	6,556	7,225	27,212
FR ONION(OCT)	MT										
MEXICO		65,786	55,833	129,134	126,512	219,900	19,535	13,549	78,548	63,662	126,837
OTHER		4,072	2,461	28,601	34,380	45,365	1,306	887	12,394	12,134	18,842
Subtotal:-----		69,859	58,294	157,736	160,892	265,265	20,841	14,436	90,942	75,796	145,679
FR PEPPERS(OCT)	MT										
MEXICO		38,221	32,759	164,861	166,060	243,766	21,618	26,437	96,441	133,849	140,762
EU 15		258	208	3,857	5,701	16,915	1,195	946	11,933	12,969	42,732
NETHERLANDS		249	195	3,741	5,586	16,601	1,150	906	11,530	12,710	41,735
OTHER		170	373	2,995	3,905	8,876	435	817	5,575	6,954	15,908
Subtotal:-----		38,650	33,340	171,714	175,665	269,558	23,248	28,199	113,948	153,772	199,403
FR SEED POT(OCT)	MT										
CANADA		42,413	30,380	84,592	65,084	136,546	9,277	5,264	16,269	11,773	26,550
OTHER		0	0	27	0	89	2	0	20	0	58
Subtotal:-----		42,413	30,380	84,618	65,084	136,635	9,279	5,264	16,290	11,773	26,607
FR TBL POT(OCT)	MT										
CANADA		50,369	23,660	233,052	128,719	353,273	9,336	4,103	46,128	23,241	71,973
OTHER		0	0	0	6	0	0	0	0	4	0
Subtotal:-----		50,369	23,660	233,052	128,724	353,273	9,336	4,103	46,128	23,245	71,973

U.S. IMPORTS OF SELECTEO HORTICULTURAL COMMOOITIES 8Y ORIGIN
MARKETING YEAR 8EGINNING AS INOICATEO
MARCH 1997

COMMOOITY ANO COUNTRY		QUANTITY					VALUE (1,000 OOLLARS)				
COUNTRY REGION		CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR	CURR MO LAST YR	CURR MO CURR YR	YR TOT LAST YR	YR TOT CURR YR	LAST YEAR
FR TOMATO(OCT)	MT										
MEXICO		106,629	122,807	408,619	447,212	677,452	62,429	137,158	267,184	334,869	595,875
OTHER		2,252	3,931	10,951	19,047	47,170	6,084	9,164	23,216	39,512	84,102
Subtotal:-----		108,881	126,738	419,570	466,260	724,621	68,513	146,322	290,400	374,381	679,977
FR ASPARG(OCT)	MT										
MEXICO		4,497	4,967	12,143	14,528	18,317	7,983	9,200	23,780	28,792	32,841
PERU		84	92	6,446	7,027	10,048	217	175	12,064	11,779	18,802
OTHER		32	150	3,459	4,187	4,969	83	349	4,242	5,405	6,513
Subtotal:-----		4,612	5,209	22,048	25,741	33,333	8,283	9,724	40,085	45,976	58,156
CANNEO VEGETA8LES											
CNO TOM PST(JUL)	MT										
MEXICO		16	0	18	0	7,987	15	0	16	0	5,149
ISRAEL		297	540	2,994	3,835	3,549	243	519	2,416	3,342	2,929
CHILE		36	49	2,145	447	2,349	30	42	1,615	327	1,810
OTHER		74	164	1,090	1,608	1,351	91	121	1,104	1,533	1,373
Subtotal:-----		423	753	6,247	5,891	15,236	379	682	5,152	5,201	11,261
CNO TOM SAUCE(JUL)	MT										
EU 15		858	1,061	5,631	5,414	6,605	1,488	2,363	7,982	9,718	9,995
CANADA		569	449	8,167	3,623	10,790	371	430	5,619	3,444	7,386
SPAIN		339	539	1,578	2,206	2,038	1,189	1,944	5,463	7,796	7,081
OTHER		272	523	4,984	3,249	6,222	251	1,216	4,811	5,114	5,395
Subtotal:-----		1,699	2,034	18,781	12,285	23,616	2,111	4,010	18,412	18,276	22,776
CNO TOMATO(JUL)	MT										
ISRAEL		482	416	18,523	3,997	19,674	264	241	11,332	2,204	11,947
EU 15		1,694	4,351	15,007	31,947	20,409	508	1,711	4,204	12,239	5,747
CHILE		382	97	9,368	3,598	11,725	224	49	4,369	1,748	5,569
ITALY		1,557	4,177	14,414	29,737	19,475	482	1,654	4,055	11,438	5,508
OTHER		210	1,338	3,780	5,698	6,871	106	679	1,844	2,867	3,479
Subtotal:-----		2,767	6,203	46,678	45,240	58,679	1,102	2,679	21,750	19,058	26,743
CNO MSHROOM(JUL)	MT										
CHINA, PEOPLES R		1,795	2,026	15,921	27,140	23,912	3,311	2,572	32,967	40,381	46,720
INOONESIA		1,171	1,421	10,912	11,519	14,579	2,562	3,026	27,079	24,951	35,124
OTHER		1,084	1,126	14,793	12,626	18,725	2,578	1,971	34,793	26,021	43,290
Subtotal:-----		4,050	4,573	41,627	51,285	57,215	8,452	7,569	94,839	91,353	125,134
FROZEN VEGETA8LES											
FZN 8ROCLI(SEP)	MT										
MEXICO		16,956	18,249	108,879	93,818	160,546	8,537	11,053	57,875	57,370	86,277
GUATEMALA		1,361	1,172	15,444	14,072	22,464	988	857	11,783	10,372	16,479
OTHER		37	38	63	105	67	29	46	45	124	48
Subtotal:-----		18,354	19,459	124,386	107,995	183,077	9,554	11,955	69,702	67,866	102,804
FZN CAULFLR(SEP)	MT										
MEXICO		789	902	14,447	14,613	16,387	546	662	8,690	10,917	10,062
OTHER		98	262	1,161	1,207	1,847	76	194	849	953	1,331
Subtotal:-----		887	1,163	15,608	15,820	18,234	622	857	9,539	11,870	11,393
FZN POTATO(SEP)	MT										
CANADA		14,454	24,222	97,970	151,771	178,331	8,712	14,334	58,928	91,660	109,287
OTHER		8	87	95	289	283	24	65	190	290	407
Subtotal:-----		14,462	24,309	98,065	152,061	178,614	8,736	14,398	59,119	91,950	109,693
TREE NUTS											
PISTACHIO NSH(SEP)	MT										
TURKEY		0	21	225	179	230	0	73	585	667	609
OTHER		0	0	8	0	54	0	1	12	3	162
Subtotal:-----		0	21	233	180	284	0	75	597	670	771
CASHEW NUT(AUG)	MT										
INDIA		1,555	2,559	17,657	20,614	27,355	7,846	12,172	85,044	104,355	134,902
BRAZIL		1,711	2,491	15,686	18,395	25,018	7,995	11,482	75,961	84,406	121,183
OTHER		156	472	2,856	4,844	5,085	707	2,097	12,976	20,273	22,976
Subtotal:-----		3,423	5,523	36,198	43,853	57,458	16,549	25,752	173,981	209,035	279,061
FIL8ERTS(AUG)	MT										
TURKEY		350	319	3,040	2,687	4,395	1,030	1,429	10,703	10,106	14,816
OTHER		3	36	608	242	658	17	147	933	626	1,142
Subtotal:-----		354	355	3,648	2,929	5,053	1,047	1,576	11,637	10,732	15,958
PECANS NSH(SEP)	MT										
MEXICO		467	45	20,102	15,494	20,122	421	41	27,573	15,868	27,608
OTHER		0	0	0	0	0	0	0	0	0	0
Subtotal:-----		467	45	20,102	15,494	20,122	421	41	27,573	15,868	27,608
WINES											
CHMP&SPRK WN(JAN)	KL										
EU 15		1,170	1,378	3,632	3,413	30,385	13,606	17,658	37,336	43,064	318,821
FRANCE		512	664	1,315	1,672	11,031	10,605	14,099	27,059	34,671	224,963
ITALY		294	473	1,306	1,100	10,753	1,503	2,521	6,101	5,663	55,160
OTHER		10	15	23	46	247	34	41	89	219	863
Subtotal:-----		1,180	1,393	3,655	3,458	30,632	13,640	17,699	37,426	43,283	319,684
FT&VERM WN(JAN)	KL										
EU 15		1,083	1,368	3,037	3,430	15,474	5,090	7,222	13,578	17,438	76,142
PORTUGAL		174	203	397	541	2,716	2,077	3,022	4,354	7,372	32,142
ITALY		604	730	1,663	1,830	8,336	1,489	1,852	4,153	4,742	22,128
SPAIN		214	326	702	768	3,043	966	1,886	3,512	3,959	14,405
OTHER		14	29	58	100	366	93	173	275	508	1,807
Subtotal:-----		1,096	1,397	3,095	3,531	15,840	5,183	7,394	13,852	17,946	77,949
OTH GP WINE(JAN)	KL										
EU 15		15,608	23,141	41,354	54,123	214,002	60,937	77,541	150,248	185,878	806,099
FRANCE		5,324	10,488	13,103	22,368	80,993	29,586	44,803	69,799	98,595	388,699
ITALY		8,599	10,957	23,547	26,726	108,258	25,216	26,654	63,825	69,698	328,256
OTHER		5,353	8,197	15,730	22,289	89,550	13,721	20,734	37,023	57,484	214,316
Subtotal:-----		20,961	31,338	57,085	76,412	303,552	74,658	98,276	187,271	243,362	1,020,415
OTH WN PROD(JAN)	KL										
JAPAN		120	113	399	408	1,708	590	502	1,888	1,846	7,753
EU 15		387	349	996	622	5,319	464	475	1,245	904	6,386
UNITEO KINGOOM		249	144	490	281	2,744	234	128	470	273	2,677
OTHER		195	116	537	512	2,251	307	157	666	812	2,905
Subtotal:-----		701	579	1,932	1,542	9,277	1,361	1,134	3,800	3,562	17,045
CUT FLOWERS											
ROSES(JAN)	NONE										
COLOM8IA		0	0	0	0	0	12,647	11,633	42,536	45,815	119,624
ECUADOR		0	0	0	0	0	3,566	4,380	9,791	15,344	36,518
OTHER		0	0	0	0	0	1,042	875	9,599	9,158	22,781
Subtotal:-----		0	0	0	0	0	17,256	16,887	61,926	70,317	178,923
CARNATIONS(JAN)	NONE										
COLOM8IA		0	0	0	0	0	12,960	9,745	36,915	31,133	121,204
OTHER		0	0	0	0	0	520	800	1,324	2,198	5,441
Subtotal:-----		0	0	0	0	0	13,480	10,544	38,239	33,331	126,646

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This monthly report provides information on U.S. and world production, supply, demand, and trade for a variety of grains. It also covers trade policy developments and export markets.

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